

MARCH, 1957

sbs

SOUTHERN BUILDING SUPPLIES

*Serving dealers
and wholesalers*



in the South-Southwest

12,500 Copies This Issue



NEW TEXAS STORE ACCENTS CONVENiences — page 43

OUR BILL OF GOODS

- Nashville Dealers Team Up to Push OHI
- Contractors' Room Pays Off
- How to Handle Hardwood Flooring for Best Results
- Boat Plans and Ads Speed Fir Plywood Sales
- Simpler Concrete Forms
- Convention Reports

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TULSA 'DREAM STORE' DRAWS TRAFFIC — page 38



Dodge

WIRE CORPORATION

ONE MANUFACTURING SOURCE FOR SEVEN PRIME PRODUCTS IN THE BUILDING INDUSTRY!



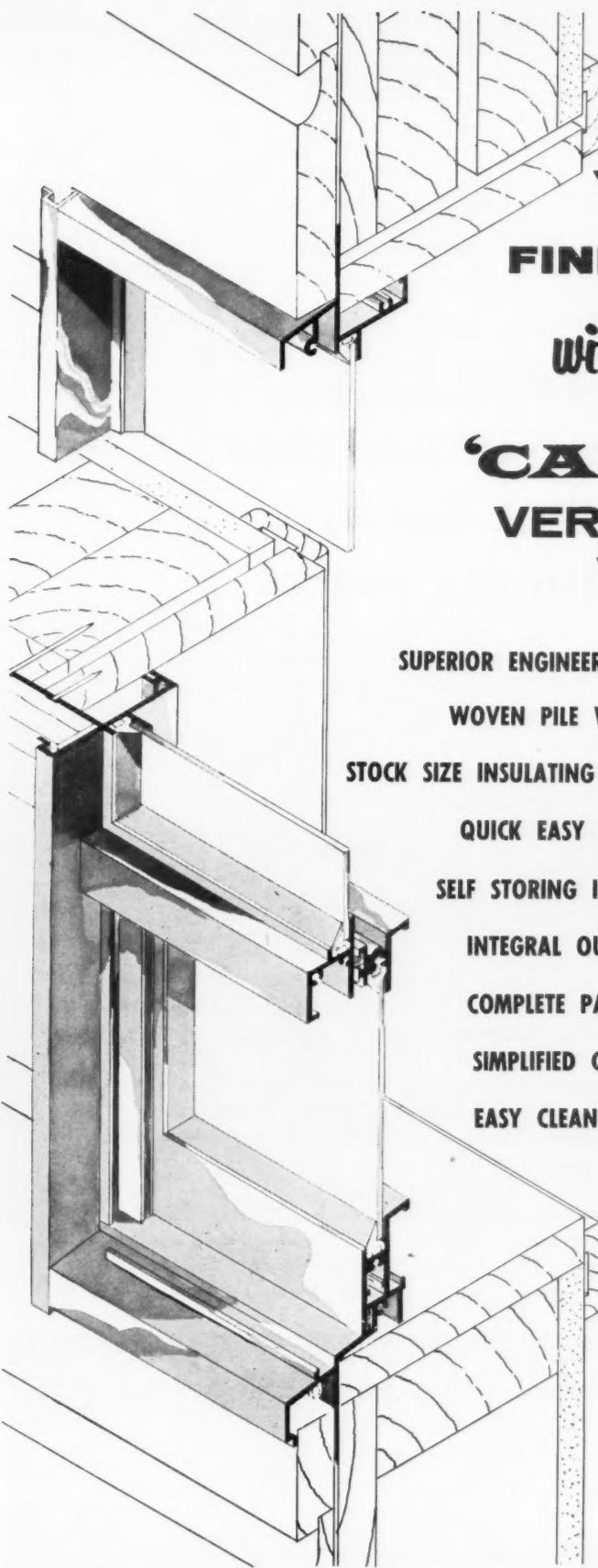
From warehouses in Charlotte, Savannah, Shreveport, and Plymouth, Indiana, the Dodge Wire Corporation can now guarantee you swift deliveries on aluminum screen and window products that have set new standards for quality and value throughout the South. Your order or inquiry will bring immediate service.

Dodge WIRE CORPORATION

249 Spring Street, S.W., Atlanta 3, Georgia • JACKSON 5-4514

Manufacturing Plants: Atlanta, Georgia • Covington, Georgia

Warehouses: Charlotte • Savannah • Shreveport • Plymouth, Indiana



NOW!
YOU CAN BUILD IT
FINER

with the



'CAROLINA' **VERTICAL GLIDE** **WINDOW**

SUPERIOR ENGINEERING AND DESIGN

WOVEN PILE WEATHERSEAL

STOCK SIZE INSULATING PICTURE WINDOWS

QUICK EASY INSTALLATION

SELF STORING INSULATING SASH

INTEGRAL OUTSIDE CASING

COMPLETE PACKAGED UNIT

SIMPLIFIED CONSTRUCTION

EASY CLEANING FROM INSIDE



The ALTEX Vertical Glide Window has been designed and engineered to incorporate all of the features desired in a modern window. The ALTEX Vertical Glide Window is harmoniously blended to produce the maximum in utility and economy as well as a window of smart, clean and symetrical appearance. In addition to the inherent advantages of aluminum construction — such as the neutral color that harmonizes with any color scheme — more light for the given window size — as well as no shrinking, swelling or binding with changes in weather — no rusting or rotting — and no costly upkeep.

ARNOLD-ALTEX ALUMINUM CO.
 6721 N.W. 36th Ave., Miami, Fla.
 125 Industrial Rd., Summerville, S. C.



**The footings are poured,
The studding is up . . .
and building materials
from SSIRCO dealers
can finish the house!**

That's just how complete you will find the stocks of building materials at the SSIRCO warehouse nearest you. Whatever your customer requirements, SSIRCO stands beside you with large quantities of a diversified list of building materials. Whether you are serving home improvement or builder customers, SSIRCO's service warehouses are stocked with building products from the ground up—from foundation vents to Asphalt roofing shingles.

Whatever your customer requirements—wherever you are located in the South, you can depend on your adjoining SSIRCO warehouse for immediate, courteous service. Call the nearby warehouse, dedicated to serving you completely and promptly—a service you and your customers profit by. Call SSIRCO today!

The Finest Products
Made with Aluminum
are made with
REYNOLDS  ALUMINUM

SOUTHERN STATES IRON ROOFING COMPANY

Our 43rd Year of Serving the Building Material Trade

ATLANTA, G.A.
1530 Ellsworth Dr., N.W.
Phone SYcamore 4-9511

MEMPHIS, TENN.
703 North Royal Ave.
Phone JACKson 5-4717

SAVANNAH, GA.
309 Stiles Avenue
Phone ADams 8-2461

MIAMI, FLA.
3640 N.W. 52nd St.
Phone NEWton 5-5647

NASHVILLE, TENN.
Harrison St. at Seventh Ave.
Phone Alpine 5-1152

BIRMINGHAM, ALA.
2830 Fifth Ave., North
Phone 4-5461

RALEIGH, N.C.
1431 Courtland Drive
Phone TEMple 4-6221

LOUISVILLE, KY.
1239 South Tenth St.
Phone MElrose 4-9441

RICHMOND, VA.
1910 Petersburg Pike
Phone 82-6748

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SOUTHERN BUILDING SUPPLIES

Telephone TRinity 4-4462

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Serving these Dealer Associations**Associations serving Building Supply Dealers in the 18 Southern and Southwestern states — and served by SOUTHERN BUILDING SUPPLIES**

Alabama Building Material Exchange — 519 Stallings Building, Birmingham 3, Ala. Executive Secretary: Mrs. Mary K. Harless. Tel. 7-3195. President: William Kroh, Birmingham, Ala.

Arkansas Association of Lumber Dealers — 727 Pyramid Building, Little Rock, Ark. Secretary: E. DeMatt Henderson. Tel. 8283. President: Peter Hiegel, Conway, Ark.

Building Material Merchants of Georgia — 1050 Ponce de Leon Avenue, N. E., Atlanta, Ga. Counselor: Joseph G. Rowell. Tel. TRinity 5-5609. President: Charles W. Peek Jr., Cedartown, Ga.

Carolina Lumber and Building Supply Association — 114 Builders Building, Charlotte, N. C. Secretary-Manager: E. M. Garner. Tel. FRanklin 6-1503. President: G. L. Goodson, Lincolnton, N. C.

Florida Lumber and Millwork Association — 2218 Edgewater Drive, P. O. Box 7125, Orlando, Fla. Secretary-Treasurer: Mrs. Marie M. Bennett. Tel. 2-3761. President: H. Gray Eckles, St. Petersburg, Fla.

Kansas Lumbermen's Association — Room 212, Farmers National Bank Building, Salina, Kan. Secretary: Marvin Von Fange. Tel. 4607. President: Carl M. Edwards, McPherson, Kan.

Kentucky Retail Lumber Dealers Association — Knot Building, Lebanon, Ky. Exec. Vice-President: Donald A. Campbell. Tel. 74. President: T. W. Yunt, Louisville, Ky.

Louisiana Building Material Dealers Association — 528 Florida Street, Baton Rouge, La. Exec. Vice-President: R. Needham Ball. Tel. 2-4080. President: Roy S. Brown Jr., Lake Charles, La.

Lumbermen's Association of Texas — 304 First Federal Savings Bldg., Austin 1, Tex. Executive Vice-President: Gene Ebersole.

Tel. GReenwood 2-1194. President: P. J. Goodnight, Dallas, Tex.

Middle Atlantic Lumbermen's Association — 1528 Walnut Street, Room 1123, Philadelphia 2, Pa. Executive Director: Robert A Jones. Tel. PEnnypacker 5-5377. President: Frank M. Hankins Jr., Bridgeton, N. J.

Mississippi Retail Lumber Dealers Association — 607 North State Street, P. O. Box 1968, Jackson 5, Miss. Secretary-Treasurer: E. B. Lemmons. Tel. 3-2077. President: A. S. Gilbert Jr., Yazoo City, Miss.

National Retail Lumber Dealers Association — 302 Ring Building, 18th and M Streets, N. W., Washington 6, D. C. Executive Vice-President: H. R. Northup. Tel. NAtional 6757. President: Paul R. Ely, North Platte, Nebraska.

Oklahoma Lumbermen's Association — 815 Leonhardt Building, Oklahoma City, Okla. Secretary-Manager: W. M. Morgan. Tel. 7-0338. President: Ira Crews, Tulsa, Okla.

Southwestern Lumbermen's Association — 512 R. A. Long Building, Kansas City 6, Mo. Secretary-Manager: G. Kenneth Milliken. Tel. Victor 2265. President: J. W. Dutton, Ponca City, Okla.

Tennessee Building Material Association — 711 Broadway, N. E., Knoxville 17, Tenn. Secretary-Manager: R. O. Brownlee. Tel. 2-0185. President: Harvey Foskett, Gallatin, Tenn.

Virginia Building Material Association — 3305 Monument Avenue, Richmond 21, Va. Secretary-Manager: Harris Mitchell. Tel. 6-1749. President: R. B. Johnson, West Point, Va.

West Virginia Lumber and Builders Supply Dealers Association — P. O. Box 1589, Fairmont, W. Va. State Secretary: Sam H. Diemer. Tel. 364. President: Jack Parrish, Spencer, W. Va.

NOW
 turn
HARD
SELL
 into
HARD
CA\$H

Now you can join hundreds of dealers who get extra profits while meeting keen competition! With Dixie-Maid kitchen cabinets you talk price and quality at the same time! Deft designing for lifetime beauty... complete flexibility, top construction and low price close sales fast! You capture more bid business, too. Hard-hitting consumer ads supply extra sales leads.

Check These Big Extra-Quality Features

- NATURAL HONEYTONE BIRCH OR DECORATOR PASTEL FINISHES
- 100% APPALACHIAN HARDWOOD FRAMES FOR SUPER STRENGTH
- PLASTIC WORKTOPS PRESSURE-LAMINATED ON $\frac{3}{4}$ " FIR PLYWOOD
- BURNISHED COPPER OR CHROME-PLATED HARDWARE
- MORTISE AND TENON JOINTS WITH LOCKING GLUE-BLOCKS

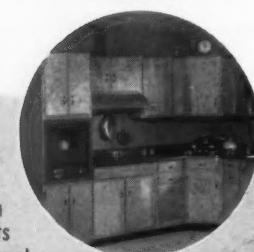
••• MAIL COUPON TODAY FOR COMPLETE DETAILS •••

Please send me the "Profit Story" on Dixie-Maid Kitchen Cabinets. Dept. SBS.

Name _____

Address _____

City and State _____



'BETTER WAY'
Shared by Dealers

"People"—"Are Crazy"—"To Come Back"

Alert to the read-and-buy reaction to strings of "Burma Shave" signs along main highways, the Leesburg Lumber Company amuses and attracts new and old patrons with a string of "political standard" type crude signs along U. S. 15 in northern Indiana. So striking was this form of roadside advertising, *The Kiwanis Magazine* recently published photos of the whole string of 28 signs under the apt heading of "Roadside Rhetoric," printed on a similar standard.

This is the way "Honest John" breaks down his "advertising message" on the string of spaced signs: YOU ARE — APPROACHING — LEESBURG — HOME OF — HONEST JOHN — UPTOWN HARDWARE — APPLIANCES — KITCHEN — WARES — EVERYTHING FROM — SCOOPS TO NUTS — PLUMBING — PEOPLE — WHO TRADE — WITH US — ARE CRAZY — TO COME BACK — LUMBER — BLDG. MATERIALS — HARDWARE — ELECTRICAL — APPLIANCES — CABINS — Picture of a Pig — HOUSES — BROODER HOUSES — LOVE & KISSES.

This sort of roadside advertising is done just as amusingly and profitably by several souvenir dealers in Florida.

Attractive, Inexpensive Planning Center



Almost any building material dealer who has 30 square feet of space to spare in his store or office can afford to include a modern Home Planning Center like that shown above. It is a popular innovation at the Planters Warehouse and Lumber Company in McDonough, Ga.

Located in the enlarged office section of the remodeled warehouse building, this "center" is approached by two side doors or through passage gate from the sales balcony.

The open-front bookcases and novel planters' decks were crafted in a local cabinet shop. The four flower shelves are mounted on the nine screen-like dowel rods. Plan books and product literature are filed in the case facing the "center." The case in foreground faces sales office. It provides handy reference shelves for jobber and factory catalogs.

The reading table was made simply by mounting huge tree "slice" on ornamental iron legs, matched by black steel band. Three aluminum chairs encourage fair home-building prospects to pause and browse, as well as "figure."



Packaged Floor Screeds Pay Off 3 Ways

By stocking and selling "packages" of kiln-dried pine floor screeds, the Bolinger Lumber and Supply Company, Inc., in Bossier City, La., makes it possible for contractors to save about \$50 per house. The 2x4 shorts are used in houses with concrete slabs as a "deck" for wood flooring or for subfloors to hold tile or linoleum.

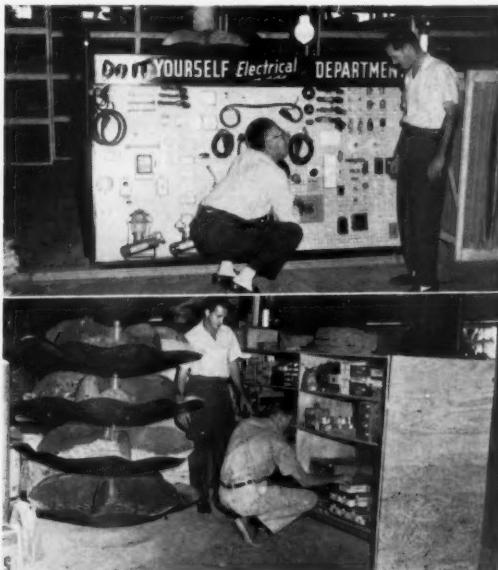
Previously, this dealer sold builders random-length 2x4 framing, which was cut on-site into 18", 24", or 30" lengths. This sawing was expensive and that lumber cost the builder over 50 per cent more than what he now pays for floor screeds, packed 50 to the bundle in the exact length he desires!

DIY Electrical Department "Good Deal"

When an electrical supply wholesaler proposed that managers of the Jus' Rite Builders Supply, Inc., install a "Do-It-Yourself Electrical Department" in their materials warehouse in North Miami Beach, Fla., these dealers were skeptical. But, since they had "nothing to lose" but a little floor space, they decided to give it a try.

And were they surprised! Home-owners and mechanics usually see some electrical items they need, as they wait for a building material order to be filled. Builders use this department to hasten some item the electrician "forgot when he did the job."

Samples of all electrical items are mounted on the front perforated panel. Stocks are kept in cabinet behind. Sales Manager Don MacEwen said the wholesaler re-stocks weekly, billing for difference of supplies left "on consignment."



SOUTHERN'S

DROP-IN SASH UNIT

...Saves
YOU one-half
on labor cost—

just use the complete
one-piece balance with
Built-In Weatherstrip

Jamb Balance No. 600

Completely Factory Assembled

- Ease of Installation
- Floating Sash Hanger Eliminates Nailing
- Silent Operation—Springs are Flocked to Sound Proof
- Comes to you balanced
- No additional adjustment required in normal installation
- No service or attention needed
- Corrosion resistant aluminum
- Always silent, easy to operate

One-piece Construction

Important

Flange Features

Full Weather Protection
Sash never binds or sticks

Self-adjusting
Easy to lock
Fits all standard sash
Looks new, looks neat

Full Jamb Coverage

JAMB BALANCE NO. 600 gives full jamb coverage and is mitered on 14 degree sill pitch. The flexible base provides a continuous air seal that adjusts automatically to conform with sash contraction or expansion. Cushion flanges provide tension adjustment.

Floating Sash Hanger

SOUTHERN METAL PRODUCTS CORP.

921 Rayner • Phone BR 5-9147 or BR 5-1898 • Memphis, Tenn.

NEW COLORS . . .

DESIGNS . . .

SALES for you

...with Flintkote's Decorative Insulation
Tile and Plank!



Your builder customers . . . your do-it-yourself customers . . . will go for the beautiful new colors, designs, and special textured finishes that Flintkote offers you in insulation plank and tile.

This gives you the opportunity to please your customers with materials that exactly suit each individual taste.

These Flintkote materials help your customers do four big jobs: build . . . insulate . . . decorate . . . and reduce noise.

With these materials . . . out-moded living rooms, basements, bedrooms and attics are miraculously transformed to give beautiful and novel effects. Easily, quickly and at low cost.

Ask your Flintkote Representative to show you the completely new line of Flintkote Insulation Tile and Plank. Or write to THE FLINTKOTE COMPANY, Building Materials Division, 30 Rockefeller Plaza, New York 20, N. Y.

FLINTKOTE
Style and Color Leader since 1901





This Quality Approved Window Means Bigger Sales for You

Alenco — the leading manufacturer of aluminum windows in the south — proudly announces the successful testing of the Alenco Single Hung Aluminum Window by the Pittsburgh Testing Laboratory for DHA-1 Approval.

Alenco is the first aluminum window in the southwest to be licensed by the Aluminum Window Manufacturers Association to use the Quality Approved Seal on a DHA-1 Single Hung Aluminum Window. This exclusive first is proof again that Alenco does not follow the trends — it sets them!

DISTRIBUTORS: It costs no more to stock and sell this Quality Approved Window. You are assured of bigger sales — faster sales because Alenco Quality Approved Single Hung Aluminum Windows meet residential requirements of FHA order UM-23, V.A. and Conventional Specifications. Write, wire or call JACKSON 9-2681 for complete distribution details.

SOLD ONLY THROUGH DISTRIBUTORS

ALENCO.
Aluminum windows

ALBRITTON ENGINEERING CORPORATION
2501 WROXTON RD. • HOUSTON 5, TEXAS

SUPPLY and DEMAND

Housing Starts Down; New Market to Check

Non-farm housing starts during January were estimated at 65,000 for the nation by the Bureau of Labor Statistics. This figure was 13% below January '56 and at an adjusted annual rate of 1,010,000 starts.

The BLS preliminary estimate of total housing in '56 was 1,120,800 units.

A revision of family housing projects approved for development at military bases in the U. S. under Title VIII of the National Housing Act has increased the total by 4,702 units. Among South-Southwestern states obtaining increases are Arkansas, 215; Florida, 1,000; Georgia, 480; Maryland, 120; Mississippi, 782; North Carolina, 510; Oklahoma, 230; South Carolina, 115, and Virginia, 154. Dealers interested in bidding on the construction or materials should contact the commanding officer of the individual installation.

Freight Hike Fought

The National Retail Lumber Dealers Assn. has been joined by the National-American Wholesale Lumber Assn. and other groups in opposing the 22% increase in freight rates sought by railroads.

The Interstate Commerce Commission granted a 5% increase in the Southern Territory east of the Mississippi and south of the Eastern Territory. However, a hold-down of 6 cents per 100 lbs. was set on lumber products, and a 7 cents hold-down was approved for millwork and woodwork.

Building Material Sales Slow Down in '56

According to the retail trade report compiled by the U. S. Dept. of Commerce, sales by lumber and building material dealers in 1956 were up 1% from 1955, compared with a rise of 3% in all retail sales in the nation.

A drop in sales by lumber and millwork wholesalers in December indicated a further slump in retail sales for the first quarter. The wholesalers sold 3% less lumber and millwork in '56 than in 1955, while the sales of all merchant wholesalers were up 8% for the year.

The NLRDA survey of sales by lumber retailers showed December sales down 5.8% from a year before. Lumber inventories were 6.7% off.

Builders Reveal Plans; Goodyear Heads NAHB

Elected president of the National Assn. of Home Builders at the recent 13th annual NAHB exposition-convention in Chicago was a man well qualified to head this large association during the transitional year of 1957. He is George S. Goodyear, who built "houses" from scraps in his father's Macon, Ga., lumber yard as a boy.

Goodyear since 1945 has been a volume builder of homes in Charlotte, N. C. He builds over 100 new houses and develops over 200 lots a year in the Charlotte area. He helped organize and served as president of the Charlotte Home Builders Assn. Before moving to Macon, Goodyear had been a real-estate salesman and builder in Pittsburgh, Pa., where he served two terms as president of the Home Builders Assn. of Pittsburgh.

Regional vice-presidents of the NAHB for 1957 include Alfred J. Vilone of Wilmington, Del.; Robert A. Bready of Baltimore; Eugene A. Bayliss of Atlanta, Ga.; Fred Swanda of Tulsa, Okla.; Floyd Adkisson of Nashville, Tenn.; Elbert L. Faustett of Little Rock, Ark. W. Hamilton Crawford of Baton Rouge is a director-at-large. Knoxville's Martin L. Bartling Jr. is treasurer of NAHB.

New assistant director of membership and field service for the National Assn. of Home Builders is Gus Fields. He served the past eight years as executive director of the Oklahoma City Home Builders Assn., and recently was elected head of the NAHB Executive Officers Council.

Two recent round-table conferences of builders at the National Housing Center in Washington, D. C., have revealed current "buying habits of builders" and "builders' intentions in 1957."

Attended by 40 builders from throughout the nation, along with key Congressional leaders and Federal housing officials, the conference on builders' intentions produced these round-table highlights:

"Building starts will decline about 20 per cent in 1957 from '56 levels unless more mortgage money is found.

"The volume cutback is driving skilled labor into other industries.

"The use of secondary mortgages is a growing and alarming trend.

"Most builders have plenty of land to build on.

"The buyer market seems to be as good as it was in 1956 — or better — to most builders.

"Many builders intend to change

their basic house designs, add extra houses or lot features, and do more advertising to improve sales in 1957.

"Housing inventories appear to be much the same as they were a year ago."

Here are the principal conclusions that stemmed from the conference discussion among some 40 builders and building product manufacturers:

"Better communication between builder and manufacturer is badly needed.

"Builders ask for better distributor relations.

"Trade-publication advertising is the best medium for manufacturers to reach builders.

"Sub-contractors are influential in the choice of equipment for and materials for houses."

In the discussion on communications from manufacturers, builders overwhelmingly agreed that trade-publication advertising was the best means for manufacturers to get their message across. Several builders declared that they ignored direct-mail advertising but pored over trade-magazine ads.

Consolidated Wire and Dodge Window Co. Merge

Two well-known firms in the aluminum window and screen industry have been combined into one. Effective March 1, the Consolidated Wire Products Co. and the Dodge Window Corp. became the Dodge Wire Corp.

"The quality of our products and the personnel producing them remain the same," said William B. Thompson, president of the new Dodge Wire Corp. "Our main plant and offices both remain at 249 Spring Street, S. W., in Atlanta.

"As a result of this merger, our customers can rely upon a single dependable manufacturing source for aluminum windows and screens. The Dodge Wire Corp. produces aluminum screen cloth, frame-screen components, tension and frame screens, and jalousie windows and doors."

Dodge manufacturing plants are located in Atlanta and Covington, Ga. Warehouses are located in Charlotte, Savannah, Shreveport, and Plymouth, Ind.

In addition to President Thompson, officers in the Dodge Wire Corp. include David W. Meroney, vice-president in charge of sales; John W. Thompson, secretary-treasurer; and Robert F. Hickok, vice-president in charge of production.



The windows with **SALES-TOUCH!**

Let your customers try it — you'll be surprised how many will buy it because ROW Lif-T-Lox easy lift windows sell themselves if given a chance. Here is a window with a genuine sales touch of its own! Pressure of the fingers does it — that's all it takes to open, close and remove this beautifully designed, marvelously balanced Lif-T-Lox window sash.



Lif-T-Lox window sash is Removable, too, for easy, convenient cleaning and painting — a feature that also reduces breakage during construction and lowers cost. And the self-contained Lif-T-Lox window balance "stays put" automatically when sash is removed. There's nothing like it! Ask for details about M W's Merchandising plan. There's no obligation.

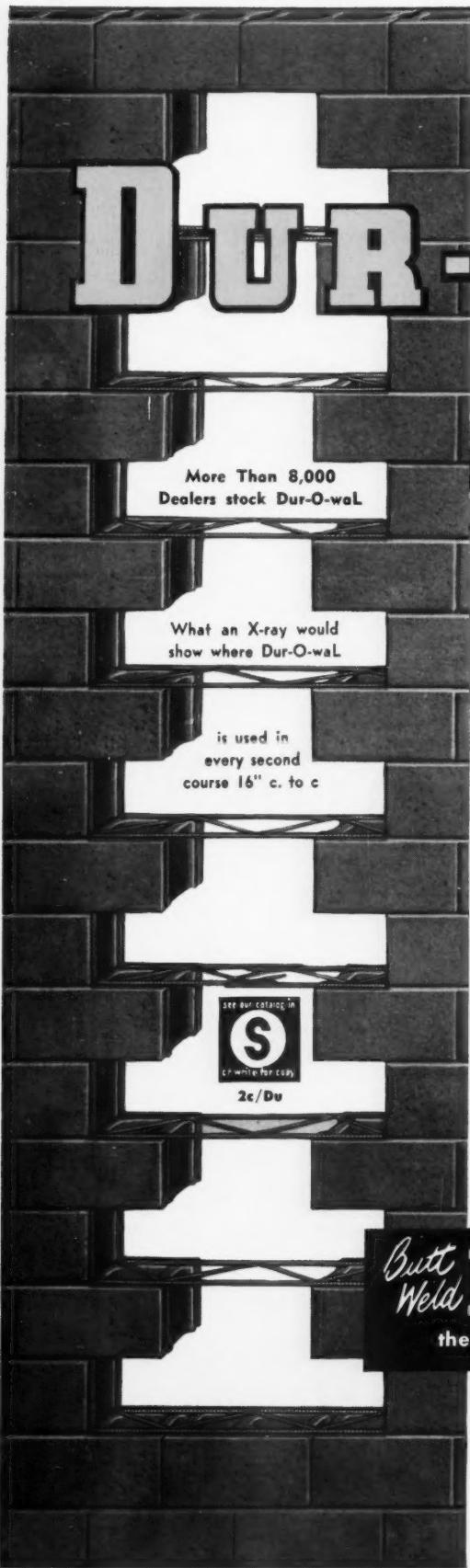


MANUFACTURED BY
Distributors

MANUFACTURERS OF MILLWORK • DISTRIBUTORS OF BUILDERS SUPPLIES

Rocky Mount, Virginia

Formerly Known as R·O·W Distributors



DUR-O-WAL

RIGID MASONRY WALL REINFORCEMENT

Mechanical bond every 8 inches of wall . . . Two mortar locks at each weld . . . Electric butt welds place all rods on a single plane; make possible uniform mortar joints . . . Trussed design causes side rods to work together . . . Conforms to ASTM std. A-82-34 for high tensile steel . . . 6-inch lap at splices develops continuity and maintains reinforcing strength . . . Deformed side rods for maximum bond strength.



SELECTION TABLE

Wall Thickness	4 in.	6 in.	8 in.	10 in.	12 in.	13 in.
Extra Heavy Dur-O-wal	4-EH	6-EH	8-EH	10-EH	12-EH	13-EH
Wt. per 1000 lin. ft.	247 lb.	250 lb.	257 lb.	266 lb.	276 lb.	282 lb.

Standard Dur-O-wal	4-S	6-S	8-S	10-S	12-S	13-S
Wt. per 1000 lin. ft.	178 lb.	180 lb.	187 lb.	196 lb.	207 lb.	212 lb.

Furnished in either bright basic or galvanized steel. Specify Drip Section Dur-O-wal for Cavity Walls.

NOTE — In determining whether to specify Standard weight or Extra Heavy weight Dur-O-wal, comparisons in following table should be properly evaluated:

	Weight lbs. tensile steel per lin. ft.	Surface bond area—sq. in. per lin. ft.	Number of mortar locks per lin. ft.
Standard weight Dur-O-wal	0.19	11.18	3
Extra Heavy Dur-O-wal	0.26	14.14	3

Butt Weld

DUR-O-WAL

with TRUSS DESIGN

the Backbone of Steel for EVERY masonry wall

Phone, wire or write Dept. 3-B for
additional information about Dur-O-wal.

Dur-O-wal Div., Cedar Rapids Block Co., **CEDAR RAPIDS, IA.** Dur-O-wal Prod., Inc., Box 628, **SYRACUSE, N.Y.** Dur-O-wal of Ill., 119 N. River St., **AURORA, ILL.** Dur-O-wal Products of Ala., Inc., Box 5446, **BIRMINGHAM, ALA.** Dur-O-wal Prod., Inc., 4500 E. Lombard St., **BALTIMORE, MD.** Dur-O-wal Div., Frontier Mfg. Co., Box 49, **PHOENIX, ARIZ.** Dur-O-wal, Inc., 165 Utah St., **TOLEDO, OHIO**

TOP NEWS

For Dealers, Wholesalers and Manufacturers

Nashville, Tenn., Wins 'Cleanest Town' Trophy

Nashville, Tenn., won the Ernest T. Trigg trophy, top award in 1956 nation-wide "Cleanest Town Contest," it was announced by the National Clean Up—Paint Up—Fix Up Bureau. Nashville also won first place in its population category of 100,000-500,000. Detroit, Cincinnati, and Indianapolis were runners-up for the top award.

As the only member of the Grand National Division to win the Trigg trophy three times, Memphis, Tenn. was awarded a special certificate for its continued work in betterment and beautification. Judges of the 1956 contest were D. Otis Beasley of the U. S. Dept. of the Interior, William S. Kilborne of the U. S. Dept. of Commerce; and James F. Steiner of the Chamber of Commerce of the U. S.

Winning cities in other population categories included Fredericksburg, Va., 10,000-25,000; Breckenridge, Tex., 5,000-10,000; Greenville, Kentucky, under 5,000.

The National Clean Up—Paint Up—Fix Up Bureau, a non-profit organization founded in St. Louis 45 years ago, makes annual awards to winning cities in eight population groups for outstanding work in improving communities from the standpoints of beauty, safety and health. The basis in judging the annual contest is the degree of improvement made over conditions of the previous year.

In addition to the trophies presented to the winners and the special Memphis citation, the following cities received "Certificates of Distinguished Achievement": Louisville, Ky.; Knoxville, Tenn.; Corpus Christi, Tex.; Pine Bluff, Ark.; Nixon, Tex.; and Radford, Va.

Owen and Kemper Rise in W. Va. Lumber Firm

W. S. Owen was elected president and general manager at the recent annual meeting of the Bailey Lumber Co. in Bluefield, W. Va., succeeding C. I. Cheyney, who was made chairman of the board.

Other Bailey Lumber Co. officers elected were Albert S. Kemper Jr., vice-president; G. A. Browder, treasurer; H. L. Godschalk, secretary;



MONROE W. POLLACK, formerly a vice-president in charge of special product sales, is now director of sales for the United States Plywood Corp. He has been a director of the corporation since 1942 and vice-president and member of the executive committee since 1945. U. S. Plywood's oldest full-time employee, Pollack started with Lawrence Ottinger, founder of the business, on Washington's birthday 36 years ago.

and E. S. Mann, assistant secretary-treasurer.

The Bailey company operates eight lumber and building material yards in southern West Virginia and southwest Virginia, two subsidiary lumber companies, a wholesale glass and tile company, and a finance company.

Purchase Florida Mill

Leon Clancy of Decatur, Ala., and Hobart L. Manley of Savannah, Ga., have purchased the entire sawmill operation at Century, Fla., formerly owned and operated by the Alger-Sullivan Co. They also secured some 200 million feet of timber in the area from a group of companies that recently bought out Alger-Sullivan. These include the Scott, International, and St. Regis paper companies, Koppers Co., and Timber Products Co.

Tucson OHI Congress Yields 8 Conclusions

After hearing 32 speakers from government, industry, and business, present the rapidly expanding home improvement market "that can reach \$18 billion in 1957," over 160 top people in building materials, home equipment, lending, and government wound up a three-day Home Improvement National Congress in Tucson, Ariz., last month by unanimously making the following eight recommendations:

"1. OHI is a tremendous success at the community level, where broadly representative committees can be organized. Everything possible should be done by everybody in the industry to encourage more cities to launch local programs.

"2. OHI's first objective (to interest more people in improving their homes) is being accomplished, largely through the magnificent support of all types of consumer magazines.

"3. OHI's second objective (to help make it easier for people to buy home improvements) still has a long way to go. Easy financing for five years is available but needs to be sold by dealers, contractors, and lenders themselves. Better service and labor cooperation are also imperative.

"4. There is no shortage of money for home improvement loans, and lenders are eager to work with the industry to increase the market. The industry should capitalize on this support in every way possible.

"5. The plan to designate May as National 'Better Your Living' month has unlimited promotional possibilities. The entire industry should pitch in to make it a success.

"6. Remodeling is a 'separate category of construction' from new home-building and should attract a bigger force of builders and contractors because of the steady profits to be made.

"7. There is a great need for 'harder sell' in competition with other industries for the consumer dollar. And the woman should be the target of greater manufacturer and dealer effort.

"8. OHI, as a national task force, must be continued but there is a real need to enlist greater financial support from manufacturers who are benefiting from the promotion but who have yet to put money into it."

In earlier Congress sessions, speakers had reported the enormous progress the home improvement industry made in 1956 with the stimulus of the *Operation Home Improvement* campaign.

The principal speaker, Housing Administrator Albert M. Cole, pointed out the campaign's dual benefit "to the people as individuals and to the economy representing the whole." He said, "The important thing is . . . satisfied customers. With this in mind, OHI will contribute in 1957 to changing and bettering the face of America. It will be a memorable achievement."

Collins Is New Head of Celotex Corporation

Otis S. Mansell was elevated from president to chairman of the board of the Celotex Corporation and designated to retain his office as the company's chief executive at a meeting of the board of directors in Chicago, February 19. Henry W. Collins, executive vice-president, was elected to succeed Mansell as president.

Mansell will continue with the new president to take a prominent part in Celotex affairs. He has been a principal in Celotex management for 30 years.

Collins, 54, has been with Celotex for 32 years and as a director since 1949. He will actively direct and supervise Celotex management and operations. Before becoming executive vice-president in 1948, he was for 10 years vice-president in charge of merchandising.

The Celotex Corp. is said to be the world's largest manufacturer of insulation and acoustical products, and a leading manufacturer of gypsum, roofing, and other building materials.

SPA Meet Offers Mason and Show of Automation

A first-hand glimpse of the tools that will mould the future of the Southern Pine lumber industry can be had in New Orleans, April 8-10. A mammoth exposition will be held on the lakefront during the 42nd annual convention of the Southern Pine Assn.

According to W. R. Warner of Warren, Ark., chairman of the SPA's Mechanical Efficiency Committee, the big lakefront show will unveil a veritable "march of automation" for lumber manufacture and logging.

Norman P. Mason, national commissioner of the Federal Housing Administration, will address the SPA 42nd convention. Keynote addresses will be made by Mason and Leon Clancy of Decatur, Ala., president of the Southern Pine Assn.

The SPIB meeting will be April 9.

South Paces Nation in Masonry Construction, Air Conditioning, Fans, Screens in New Homes

THE FINDINGS of the third annual survey of characteristics of new housing, which was made by the U. S. Bureau of Labor Statistics, reveal some significant trends in the size, equipment, and cost of new non-farm, one-family houses started during the first quarter of 1956. The BLS survey tabbed the characteristics of 218,600 such houses started in both metropolitan and non-metropolitan areas. The number of houses started by regions: Northeast, 36,800; North Central, 52,700; West, 54,300; South, 74,800.

Median selling price of houses started: U. S., \$14,500; South, \$12,800; Northeast, \$14,900; West, \$15,000; North Central, \$16,200. Average floor area in square feet: U. S., 1,230; North Central, 1,150; South, 1,240; West, 1,280; Northeast, 1,290.

Number of bedrooms by percentage of totals: 2 bedrooms, U. S. — 20%; South — 21%. Three bedrooms, U. S. — 70%; South — 71%.

Number of bathrooms: 1 bathroom, U. S. — 49%; South — 54%. Bath and half, U. S. — 20%; South, 13%. Two full bathrooms, U. S. — 21%; South — 21%.

Utility room: utility room and no basement, U. S. — 30%; South — 40%. Utility room and basement, U. S. — 7%; South — 5%.

In exterior wall construction, the South led the nation in masonry construction with 19% against the U. S. average of 16%. The South had the least frame construction of all four regions. The South led the nation in frame construction with brick facing, 40% to the U. S. average of 26%.

In homes with air-conditioning, the South set the national pace with 10% of the homes so cooled, against 7% for the nation. The South also led in homes with carports instead of garages. The score, South — 33%; U. S. — 17%.

Another section of the BLS survey tallied the equipment and appliances included in the selling price of the one-family houses started during the first quarter of '56. This showed the South higher than the national average on window screens — 94% to 77% — and also on screen doors — 93% to 70%.

The South led the nation in inclusion of electric refrigerator, 7% to 5%; dishwasher, 14% to 11%; and attic fan, 11% to 5%.

In the types of sheathing used on the homes, nationally, wood plank was first with 31%; insulation board second, 29%; gypsum third, 9%; and plywood fourth, 7%. By regions, the South was first in wood plank, 44%; Northeast first in plywood, 19%; North Central first in insulation board, 53%; and the South first in

gypsum, 20%.

In use of insulation for the houses, by location the South compared with the nation thus: In walls, U. S. — 33%; South — 19%. In ceiling, U. S. — 81%; South — 69%. Around perimeter, U. S. — 5%; South — 2%. In types of insulation used nationally, batts led for walls, 58%; loosefill for ceilings, 48%; and batts also for perimeter. Plastic vapor-barrier was used for perimeter in 11% of homes.

Of the kitchen floors in the surveyed homes, 57% were covered with inlaid linoleum, 16% with vinyl tile, and 15% with asphalt tile. Of living room floors, 84% had hardwood, 4% asphalt tile, and 3% softwood. Of bedroom floors, 85% were hardwood, 4% asphalt tile, and 3% softwood.

As to types of roofing used on the homes: 66% had asphalt shingles,



11% each wood and built-up roof, and 7% had asbestos shingles. The South led in built-up roofs with 16%, and tied with the West in asbestos roofs at 9%. The West was out front in wood shingles with 33%, while the Northeast nosed out the North Central in asphalt shingled roofs, 89% to 88%.

As to types of screening of windows nationally, aluminum was most prevalent with 56%. Then came iron with 10%, copper with 6%, and bronze with 3%. Regionally, North Central ranked first with iron screens, 18%; the West in bronze and copper, 7% and 8%, respectively; and the South in aluminum screen, 73%.

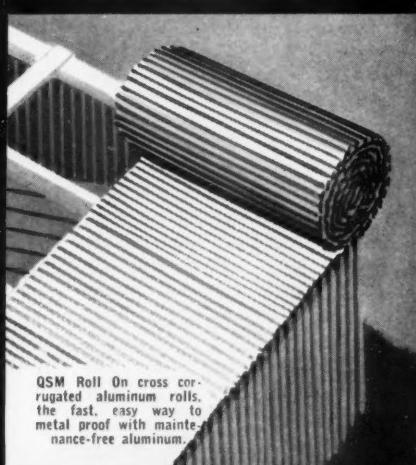
The South also stood first in aluminum door screens with 63%. The North Central region placed first in iron door screens, 20%; the West, bronze, 7%; and the West, copper, 6%.

Another survey segment checked kitchen cabinets used in the new homes. This showed wood cabinets more popular than steel, about 8 to 1, for base, wall, and under sink uses. The average number of cabinets used per house were four base, five wall, and 1 under sink.

Granite City Strongbar—galvanized, corrugated—steel.



Alcoa strong, lightweight, non-sagging aluminum gates, ideal for farms, ranches, leases, etc.



QSM Roll On cross corrugated aluminum rolls, the fast, easy way to metal proof with maintenance-free aluminum.

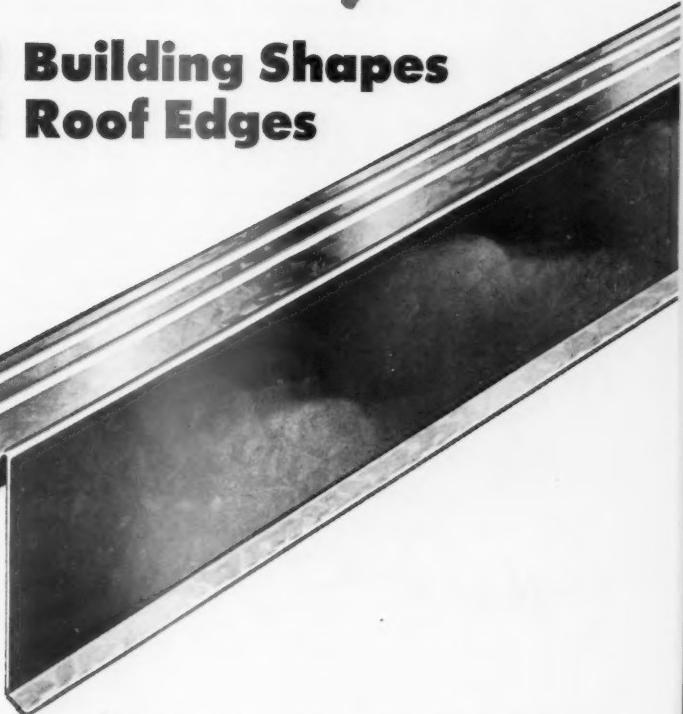


Builders' products from Kelley include all the steel you need: metal lath, nails, gutters, tin caps, etc.

KELLEY

Formed Goods

- Building Shapes
- Roof Edges



► Kelley packaged formed steel shapes are designed by men who know how the piece will be used, and who know what is expected of it. Kelley's long experience supplying builders through dealers has given the background to design and to build shapes that do the job, are easy to use, and are economical to use. Kelley eave strip and forms for asbestos siding are made right and are made to sell. They're packaged for easy handling with less damage in shipping and storage.

As in all metal products, Kelley worked to help the dealer keep his inventory low. Good products, fast delivery, and fair dealing are reasons why more and more dealers are turning to the Kelley man.

Kelley

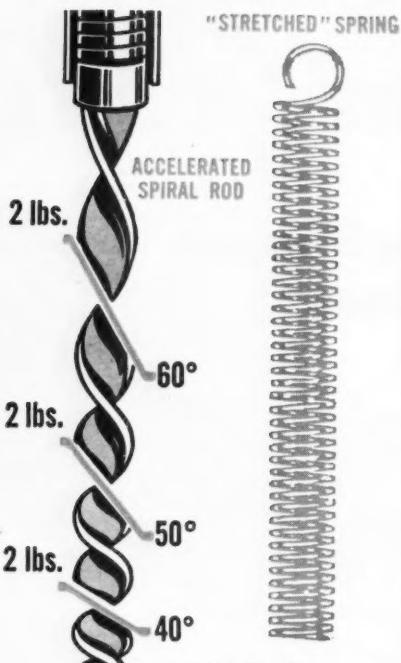
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134 Ellis Bean St. — San Antonio

9100 Ambassador Row — Brook Hollow Industrial District — Dallas

ONLY ONE IS A SASH BALANCE!



BE SURE - INSIST ON
Unique

The value of UNIQUE is unmistakable. The accelerated spiral rod maintains positive counterbalance—at all times, at all positions. Weatherstrip "pinch" and "friction" is eliminated with UNIQUE, the sash balance that *IS* a balance.

OVER 174 MILLION NOW IN USE. Ask your Building Supply Dealer for double-hung windows balanced with UNIQUE. Make your windows a Sales Feature!

**UNIQUE
BALANCE CO.**

41 MAGEE AVE.
STAMFORD, CONN.

Send for catalog today!

Latex Types of Paint Compared at Fla. Univ.

Developments and comparisons for the three types of latex paints were described by speakers at the University of Florida's recent Short Course in Paint Technology held at Gainesville for 56 men and women from the paint and supporting industries. The course was held in cooperation with the Southern Paint and Varnish Production Club.

Butadiene styrene latex, the oldest type of water emulsion paint, represents by far the largest volume of latex currently in use. About 80 per cent of all emulsion paints are of this type, Fred K. Quigley Jr. of the Dow Chemical Co., pointed out. Widely used for indoor painting, they also are being increasingly used for exterior masonry coatings, he said.

Felix Liberti of National Starch told the group that acceptance of polyvinyl acetate paints has been good for both exterior masonry and for interior primer sealers and top coats. He said the latest copolymers show improved water resistance and ability to form films at low application temperatures.

Acrylic emulsion paints are the newest of the three types of emul-

sion coatings, according to Gerould Allyn of the Rohm and Haas Co. They are being widely used for both exterior masonry coatings and interior wall coaters and primer sealers.

The tough, flexible polymer used in acrylic paints resists Florida sun and rain, as well as the alkali in old or new masonry and cinder block surfaces, he said.

The three speakers agreed that none of these types of emulsion paints can be recommended without qualification for painting wood surfaces. However, if the surface has been previously painted with oil paint and it is in reasonably good condition, satisfactory results can often be obtained.

43 Nations Enter U. S. World Trade Fair

Bringing the total of participating nations to 43, eleven more nations have announced their entry into the United States World Trade Fair at the New York Coliseum, April 14-27.

The latest 11 countries responding to President Eisenhower's invitation

OKLAHOMA DEALERS PUSH STATE PAINT-UP



All groups and industries have joined hands to brighten and clean up the whole State of Oklahoma in preparation for the celebration of the Oklahoma Semi-Centennial. Above, Governor Raymond Gary proudly signs a proclamation that encourages and exhorts one and all citizens to do their part in the state-wide Clean Up — Paint Up — Fix Up Campaign, March 25-April 6. Lou S. Allard, left, chairman of the Oklahoma Semi-Centennial Commission, and Bill Morgan, right, manager of the Oklahoma Lumbermen's Assn., engineered this official act. Morgan said lumber dealers will cash in on increased sales and good-will by promoting the CU-PU-FU drive.



WILLIAM H. HUNT has been elected vice-president in charge of plywood and Specialty sales for the Georgia-Pacific Corp. After 22 years in various executive capacities with the United States Plywood Corp., Hunt succeeded James L. Buckley in the G-P sales post. Buckley is now vice-president in charge of development and research. He also serves as president of a subsidiary, Georgia-Pacific Alaska Co. Both men will operate from the corporation's general offices in Portland, Ore.

to participate in the first United States World Trade Fair are: Argentina, Cambodia, Nationalist China, Czechoslovakia, Liberia, Mexico, Panama (Colon Free Zone), Poland, Philippines, Spain, and Tunisia.

Other countries participating in the World Fair will include: Belgium, Brazil, Canada, Ceylon, Denmark, Dominican Republic, Finland, France, Germany, West Berlin, Great Britain, Greece, Hong Kong, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Lebanon, Luxembourg, Morocco, Netherlands, Norway, Pakistan, Sweden, Thailand, Turkey, United States, Venezuela, and Yugoslavia.

In inviting foreign nations to participate in the largest display of goods, products, and services ever presented in the Western Hemisphere, President Eisenhower said: "The U. S. World Trade Fair offers the world's businessmen a common marketplace in the Western Hemisphere. More than this, it is a practical demonstration of the economic interrelationship of nations through the exchange of goods and services. It is the American people taking another step to improve economic conditions throughout the world."

Nine broad categories of products will be placed on display in some 3,000 exhibits spread over the eight-acre, four-floor exhibition area of the Coliseum.

STANLEY QUALITY IS REAL ECONOMY!

MODEL 10-A ALUMINUM JALOUSIE WINDOW

Exclusive and patented features!



- Patented finger-tip roto operator designed especially for jalousies.
- Patented adjustable "tension-seal" louver clip.
- Complete weatherstripping around jamb, head and sill.
- Standard and special Stanley KD sizes.

MODEL 40 ALUMINUM AWNING WINDOW

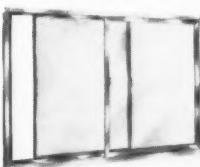
The window of advanced design!



- Triple-powered operating mechanism delivers equal power to jack screw in each jamb.
- Full cantilever support of 12-inch vents eliminates projecting arms.
- Complete weatherstripping, plus double metal-to-metal contact at meeting rails, jamb and sill.
- Standard and modular sizes available.

MODEL 24 ALUMINUM HORIZONTAL SLIDING WINDOW

For modern indoor-outdoor living!



- All weather protection—Schlegel pile weatherstripping.
- Equipped with stainless steel cam type latch.
- Available in double and triple sash series.
- Units may be shipped KD or assembled and glazed.

Interchangeable screen and storm sash and attachable fin trim available on all models.

AMERICA BUILDS BETTER AND LIVES BETTER WITH STANLEY



This famous trademark distinguishes over 20,000 quality products of The Stanley Works—hand and electric tools • drapery, industrial and builders' hardware • door controls • aluminum windows • metal parts • coatings • steel and steel strapping—made in 24 Stanley plants in the United States, Canada, England and Germany.

STANLEY BUILDING SPECIALTIES COMPANY

Subsidiary of The Stanley Works of New Britain, Connecticut

Dept. SBS-3, 1890 N.E. 146th Street, North Miami, Florida

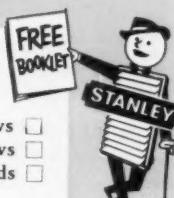
Please send more information on: Jalousie Windows Awning Windows Horizontal Sliding Windows Tub Enclosures Jalousie Strip Hardware Thresholds

I am a Dealer Distributor

Name.....

Address.....

City..... Zone..... State.....



MOVING UP in the industry

Tait Mfg. Co. . . . FRANK G. HICKEY JR., general sales manager of this Dayton, Ohio, firm, has been made a company vice-president. He heads Tait's three marketing divisions: Rapidayton, Commander, and the new Taitco.

Mastic Tile Corp. of America . . . I. G. RIVERS is new vice-president in charge of sales, headquartered at Long Beach, Calif. He succeeded CARL RESNIKOFF who was appointed vice-president in charge of marketing out of the Newburgh, N. Y., office of Mastic tile.

Building Stone Institute . . . FRANK P. TUFARO of Hartsdale, N. Y., is new secretary of this national organization of natural stone quarry owners and dealers. The Chicago office is being transferred from Chicago to 420 Lexington Avenue, N. Y.

H. K. Porter Co., Inc. . . . SAMUEL N. PRITCHARD has been named general sales manager for the Henry Disston Division, H. K. Porter Co., Inc., Philadelphia, Pa.

Federal Housing Administration . . . WILLIAM F. HOFFMANN JR. of South Orange, N. J., has been appointed director of FHA's Mortgage Insur-



RICHARD G. KIMBELL is new acting executive vice-president of the National Lumber Manufacturers Assn. He is one of the nation's top authorities on building codes and wood utilization. Kimbell replaces Leo V. Bodine who resigned to accept the post of vice-president in charge of timber and lumber operations for the Diamond Match Co.



HUGH J. ANDERSEN, sales manager of the Andersen Corp., Bayport, Minn., was elected a vice-president of the company recently. Andersen has served in the personnel and sales departments as well as director of the corporation for nine years. He is a grandson of Hans J. Andersen, founder of the 53-year-old wood window manufacturer.

Frame Spread Tunnel for Research at SRI

The Southwest Research Institute in San Antonio has a new \$35,000 fire technology research building. The only one of its kind in the country available for industrial use, SRI will use the new facility to develop better methods of protecting lives and property from fire.

The Southwest Research Institute is the only research center in the nation which has specialized in fire technology research to fit the needs of industry. The building was constructed with the encouragement of many firms which advanced money against future research use. These include the Celotex Corp., Gypsum Assn., Insulation Board Institute, Johns-Manville Corp., National Gypsum Co., Owens-Corning Fiberglas Corp., Rohm and Haas Co., United States Gypsum Co., and Wood Conversion Co.

Research is under the supervision of Calvin Yuill, director of fire technology in the building research section of the department of engineering mechanics. SRI's senior research architect, L. Brooks Martin, designed the new facility which was built by the Prather Construction Co. of San Antonio.

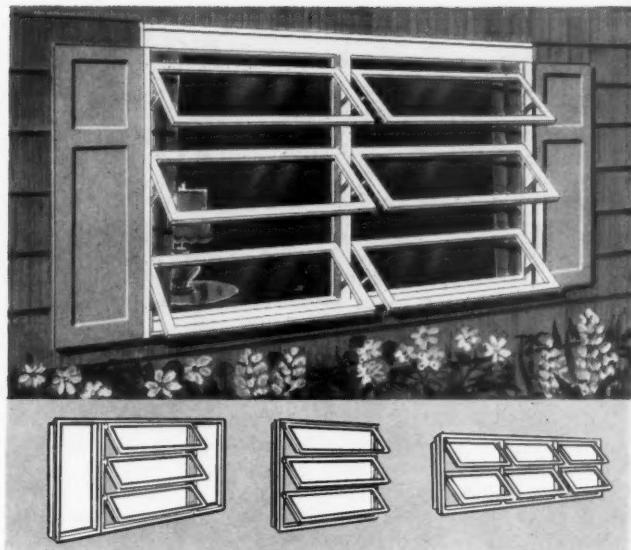
Research equipment in the fire technology building includes a 25-foot fire tunnel for evaluating materials used for interior building finishes. This is the second such furnace available to U. S. industry. The other is at the Underwriters Laboratories in Chicago.



BENJAMIN I. MCGOWAN JR. has been made director of sales in charge of distributor sales for the Stanley Building Specialties Co. McGowan was formerly assistant to the vice-president in charge of sales of the General Bronze Corp.

WITH **NATIONAL WINDOWS**

you can offer your customers a complete line



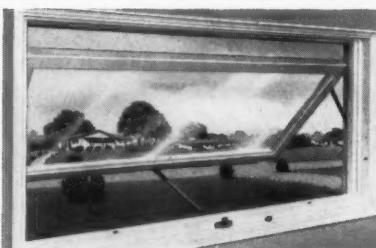
AWNING WINDOWS

Here are the windows that builders and homeowners alike are finding so popular and easy to use. Completely manufactured and assembled at the factory, there is only the installation and finishing required at the job. Multiple arrangements can be supplied for any type architecture. A new, colorful catalog sheet on these windows gives complete information and description. It's free upon request.

NATIONAL
Awning windows
will fit all types
of walls.

NATIONAL QUALITY SEAL WINDOWS DOUBLE HUNG WINDOWS

Here is the stand-by of the industry, available in over two dozen standard sizes and layouts. These factory-assembled, double hung windows are delivered complete with the sash prefitted to the frame, balances and weather-stripping in place, all nailing done to Commercial Standards. There's no problem with slow-moving sales when you stock the National line of windows.



PANEL WINDOWS

These versatile windows can be stacked, grouped, or set in ribbons to fit any style of architecture. All screens, hardware and weatherstripping are factory installed. They save builders time and trouble, they save you inventory. There are only six sizes to stock.



- YOU CAN**
• STACK THEM
• GROUP THEM
• SET THEM IN RIBBONS

National Woodworks manufactures a window and door unit for every opening in the house.
These units are sold through qualified building material dealers only.

NATIONAL WOODWORKS, INC.
2201 29th AVENUE, NORTH
BIRMINGHAM 7, ALABAMA



RANDOM LENGTHS

Comment on Industry News and Trends

THE BANKING SUBCOMMITTEE of the U. S. House of Representatives was scheduled on March 4 to begin two weeks of hearings on housing credit. Their problem is to synthesize the wishes of governmental and industry advocates of more direct housing credit and of more private-industry aids. The House Veterans Affairs Committee appears to be coupling a demand for at least \$200 million additional for direct home loans to veterans with the call for a hike in the VA mortgage interest rate from 4½ to 5 per cent.

The increased interest rate on VA mortgages is necessary to obtain home-loan funds in competition with other bidders for available credit capital. Rises in rates paid on bank deposits and savings and loan accounts and other factors have forced the U. S. Treasury Department to request Congress for legislation that will permit the interest rate on new sales of U. S. Savings Bonds to be increased from 3 to 3¼ per cent.

In behalf of the National Retail Lumber Dealers Assn., John H. Else urged the House Veterans Affairs Committee last month to reject strong Congressional proposals to increase the direct-loan authority of the Veterans Administration and also the use of National Life Service Insurance funds for the purchase of home loans for veterans.

Instead, the NRLDA legislative counselor proposed that the committee provide for "a flexible interest rate, within established limits, for VA-guaranteed loans." And, if this is not approved, "an immediate increase in the VA interest rate" from 4½ to 5 per cent. "With a 5% interest rate on FHA-insured loans," Else explained, "there will be few, if any, VA-guaranteed loans made if Congress fails to increase the VA rate."

Else told the Veterans Affairs Committee that "we also urge consideration of a consolidation of the VA and FHA home loan programs."

DOES THIS DESCRIBE YOU? "In dealing with callers, he is direct, forthright, to the point. Never slick, devious, beating around the bush. Makes his purposes plain. Does not play people against other people. Never talks behind their backs. His interviews are brief but not hurried. He listens, then says his say, then banters a bit, and goodbye. It's how he keeps his days on schedule."

In those well-chosen words, a national newsletter recently characterized President Eisenhower in 1957. To be so fair and direct with callers and acquaintances may not put you in the White House, but it certainly will push your stock up to a high happiness level!

"BEFORE YOU BUILD OR REMODEL your home, see your local lumber dealer." . . . "Your local retail lumber dealer has complete information on this and other Women's Congress Homes." . . . "Build under the supervision of the Lumber

Dealers Research Council (Lu-Re-Co)."

These messages will be broadcast from coast to coast during the \$60,000 prize contest period by the Visking Company in cooperation with NRLDA, state and regional associations, the Lumber Dealers Research Council, and the National Plan Service, Inc. First prize in the unique cartoon gag-writing contest will be the Women's Congress Home No. 2, to be built under Lu-Re-Co supervision on a lot, foundation, and floor platform provided by the top winner in the \$60,000 contest. Other prizes will include a two-bedroom mobile home, two deluxe trips to England, two Happiness Tours of Mexico, and an array of kitchen and laundry appliances, and other wanted merchandise.

Visking, maker of Visqueen polyethylene moisture barrier, will run two-color, two-page ads in *Look* and *Life* magazines in May. The contest entry blanks will be available to consumers only in 25 million packages of meat, for which Visking makes the casings. Inserts in these packages will prominently display the Women's Congress Home and promote the retail lumber dealer. One-minute full-color movie ads will be run in 846 major drive-ins and first-run theaters. Grocery stores and supermarkets will display tie-in contest posters.

Dealers are urged to capitalize on this contest promotion by displaying Women's Congress Homes plans and models, contest posters and ad reprints. It's a grand opportunity to cash-in on publicity favorable to the local lumber dealer.

A HANDY NEW SOURCE of training and instruction for dealer personnel and customers is the nine color-slide programs available for rent or purchase from the National Retail Lumber Dealers Assn. Their subjects are: "The Women's Congress Houses" — "This Is the Retail Lumber Industry" — "What to Watch for When Building or Modernizing a Home" — "Principles of Retail Store Layout" — "How DeVille Sells Home Improvements" — "Meeting Competition with Component-Built Homes" — "How to Use Installment Selling in the Retail Lumber Yard" — "Building Profits with Good Displays" and "Selling Building Materials with NRLDA Display Panels."

Rental and purchase rates for these color-slide programs (complete with narration script and related booklets) may be obtained from the NRLDA, 302 Ring Building, Washington 6, D. C.

SIGN OF THE MONTH: Although this sign appears on the wall of the sales office of a big tire distributor, it's one that well applies to the distributor of building materials also: "OUR SALES FORCE IS NOT OUR WHOLE ORGANIZATION — BUT OUR WHOLE ORGANIZATION IS OUR SALES FORCE."

TENSION-tite®

**Has what you
need to sell more
screens in 1957**

Once again the ideal screen for double-hung wood windows is backed with a wealth of sales-tested merchandising aids. No wonder TENSION-tite is the favorite aluminum screen with so many retailers . . . no wonder over 6,000,000 TENSION-tites are now in use. To increase your screen sales this year feature the screen that's so convenient and profitable to handle . . . so simple to install . . . and that gives trouble-free service year after year. Use all of these free sales aids available from your TENSION-tite jobber.

FREE FLOOR DISPLAY

New floor display holds 12 screens, shows TENSION-tite screens in use in natural color, and has handy slot for literature. Available now from your nearby jobber.



FREE WINDOW BANNER



This big 22"x34" banner in two colors lets pedestrians and motorists know from even a half block away that you sell window screens.

FREE FOLDERS



Natural color folders available free for use with floor display, as package enclosures, or as statement stuffers. Space allowed for imprinting your firm name.

FREE SALES MANUAL



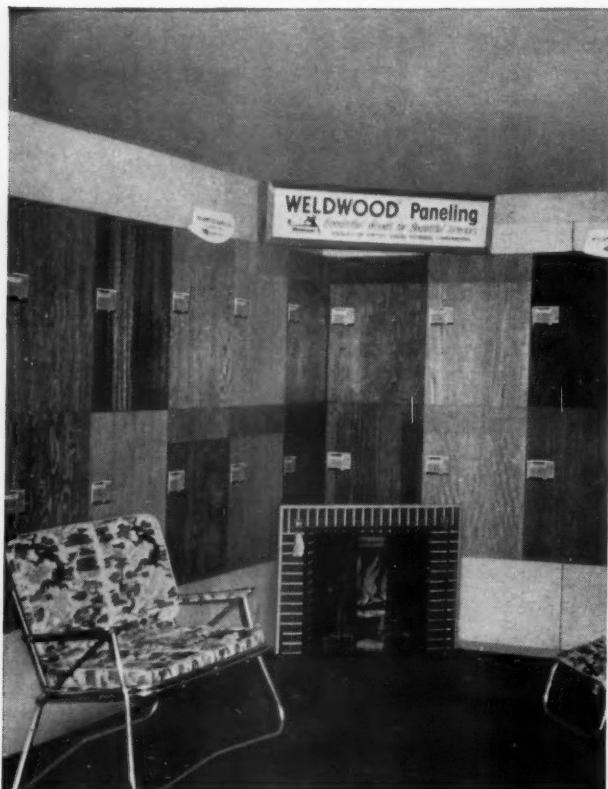
24-page manual has numerous illustrations, simple text, gives everything sales personnel need to know to sell TENSION-tite screens intelligently.



RUDIGER-LANG CO.

Factories in Toccoa, Ga. and Berkeley, Calif.

INTERNATIONAL TRADE MART, NEW ORLEANS 12, LA.



This is Patch Brothers, Inc., Dryden, New York. Two days after installation, this display won an order to panel a church with prefinished cherry. Just a week later they received another big cherry paneling order.



At Homebuilding Materials, Spokane, Washington, one of the first sales this display netted was for 640 sq. ft. of paneling. And other business—large and small—keeps coming in!



The Sebring Lumber Co., Parkersburg, W. Virginia. In addition to various small jobs sold from this display, there was a single job of 130 pieces of Sea Swirl® Paneling. Retail price: \$1,414.40!

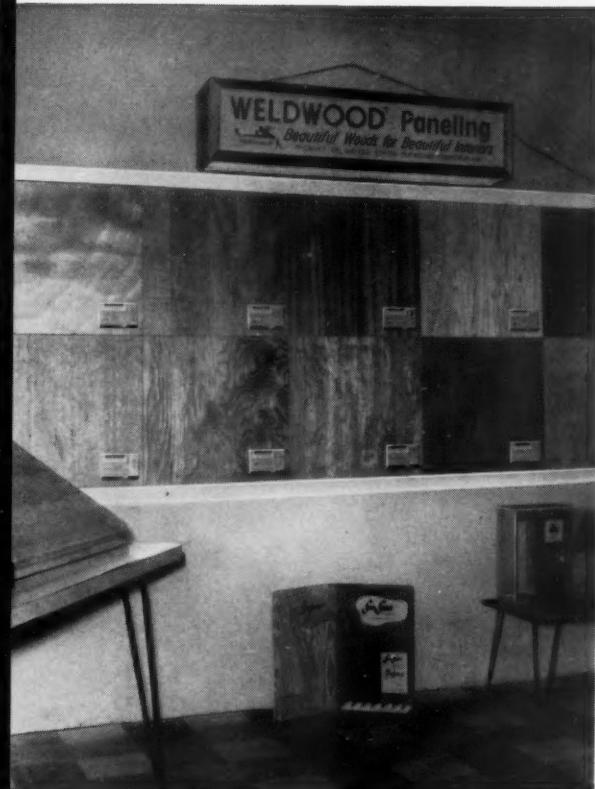
5 dealers tell you how

If you think the success stories told here are unusual, you should see the ones that were too good to print!

They're almost unbelievable . . . dealers selling thousands of dollars of Weldwood Paneling in a week . . . dealers selling more paneling in a month than they did the previous year.

And the secret behind it all is the Weldwood Panel Parade—a display which enables you to show 67 types of paneling in a small space. Builders and homeowners just can't seem to resist buying when they see how good-looking, how practical and how distinctive Weldwood Paneling is.

The best part of the story, though, is the profit. Weldwood Paneling is no small-margin article. When you make a sale it's a profitable one!



In Greenville, South Carolina, Mumford Do-It-Yourself's display has this record: 2000' of Samara, * 500' of Walnut Plankweld, ** 500' Birch Plankweld, 700' Walnut! Plus small jobs!



At Mathieu Lumber Company, Blue Island, Illinois, not only have sales of V-Plank Paneling gone up, but also the salesmen's enthusiasm to sell this high-profit line.

Weldwood Panel Parades boost their profits

What's more, Weldwood salesmen are constantly calling on your builder customers—presenting them on the use of Weldwood products. And big, full-color ads in LIFE and other top magazines tell your homeowner customers, month after month, why they should come and

see you about Weldwood Paneling!

Don't miss out on this profit opportunity. You can still install a Panel Parade in time for a big Spring business. Send the coupon today. Or get in touch with your Weldwood representative.

*Trademark **Reg. and Pat.



Weldwood® PANELING

A product of

UNITED STATES PLYWOOD CORPORATION
Weldwood—The Best Known Name in Plywood

United States Plywood Corporation
55 West 44th St., New York 36, N. Y.

Gentlemen: I want to find out about the Weldwood Panel Parade Display Plan. Please send me complete information. SBS 3-57

NAME.....

COMPANY.....

ADDRESS.....

CITY..... STATE.....

Straight talk about **PROFIT**

and the *Rapidayton* **TWIN*CHAMPION** two-stage packaged convertible

Take a close look at this big, powerful Rapidayton Twin Champion.

No other pump manufacturer can offer you anything even close to it. Count the multiple selling advantages: It has two stages. It's completely packaged—with horizontal and vertical tanks ranging up to 52 gallons. It's convertible, for depths to 150 feet. It is deluxe quality-built, through and through. As for performance, it loafed along while pumping full capacity at 40 lbs. pressure. Add the fact that the Twin Champion retails in the same range with most single-stage deluxe pumps—and carries a generous trade discount. Add these advantages, and you'll see why the Twin Champion is the shortest, quickest way to a more profitable pump business.

Built-in PROFIT Selling Features

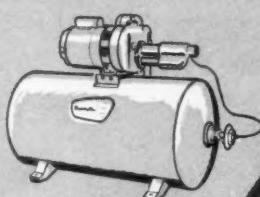
It's easy to get the price you ask when you can point to these built-in PROFIT selling features: two-stage design • convertible from shallow to deep wells without additional pump parts • world's most efficient, self-priming Quad-Volute design • vertical tank models meet FHA requirements • capacitor motors • galvanized ejectors.

Built-in PROFIT Service Features

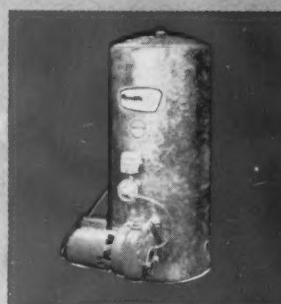
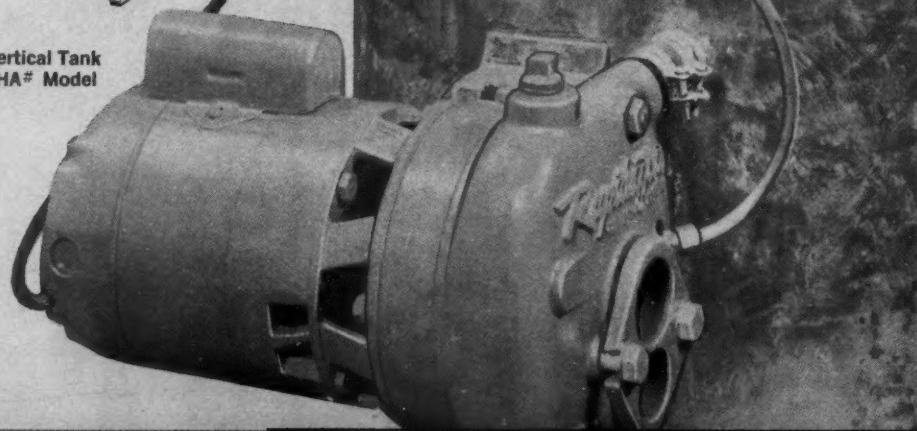
Exclusive Quick-Connect flange (patent pending) saves up to \$10 in time and materials • packaged models ready to install as they come from shipping carton • standard capacitor motors (available locally for emergency service) • parts interchangeable with other Champion models—and only a mere handful to stock.

Pumps Full Capacity at 40 lbs. Pressure

The Rapidayton Twin produces all the extra gallons required by truly modern suburban and rural living. Designed to cover 74% of the entire deep-well jet pump market! Goes down to 150 ft. and delivers up to 1250 g.p.h. Horizontal tank package systems in $\frac{1}{2}$, $\frac{3}{4}$, 1, and $1\frac{1}{2}$ h.p. Vertical tank systems and pump only models in $\frac{1}{2}$, $\frac{3}{4}$, 1, and $1\frac{1}{2}$ h.p.



Vertical Tank
FHA# Model



The Tait Manufacturing Company, Dayton 1, Ohio
Established 1908 as The Dayton Pump and Manufacturing Co.

Approved

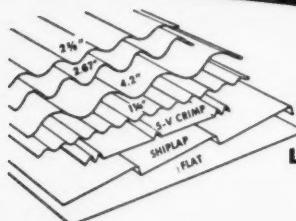
LASCOLITE

fiber glass building panels

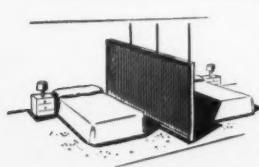


UNIFORM STRENGTH in every panel
Shatterproof
Will not rust, crack, rot, sag or warp

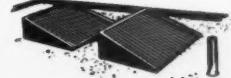
UNIFORM COLOR
Diffuses more light
Up to 85% transmission



seven
standard shapes
provide a
LASCOLITE panel
for every need



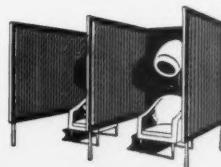
Room Dividers



Skylights



Awnings



Partitions

12 DECORATOR COLORS TO CHOOSE FROM
translucent or opaque
HOME • INDUSTRY • EXTERIOR • INTERIOR

IT'S THE RESIN THAT MAKES THE DIFFERENCE

Lascolite is a glass fiber reinforced Polyester resin material. The Polyester used is premium quality, weather resistant, color stabilized product, especially formulated for Lascolite translucent building panels.

LASCOLITE QUALITY ASSURES CUSTOMER SATISFACTION

Lascolite is made from our own Glass Mat and fabricated from highest quality raw materials under extremely close tolerances.

Lascolite can be used in the same manner as plywood or corrugated metal. Its uses in the home, farm, commerce and industry are unlimited.

SEND FOR FREE IDEA FILE

MAIL COUPON for name of your nearest Lascolite distributor.
Check coupon for free AIA folder, color folder and idea file.

LYNCH ASBESTOS CO. (Manufacturers Since 1947)

2939 South Sunol Drive, Los Angeles 23, California Dept. SS-2

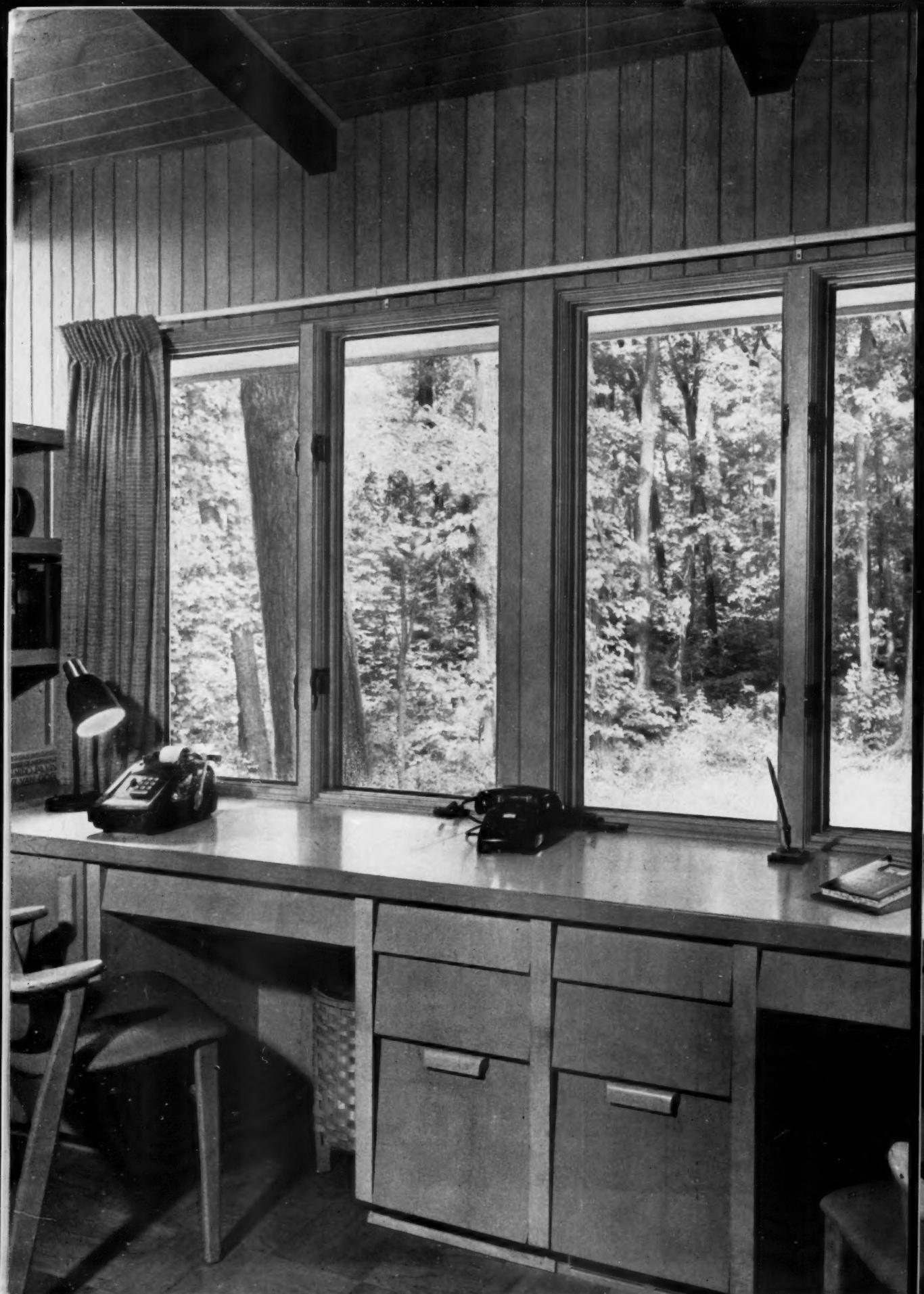
Please send name of Lascolite dealer in my area

Please send me: AIA folder color folder idea folder

Name _____

Address _____

City _____ State _____





Build sales with lasting window beauty in wood!

When you sell Andersen WINDOWWALLS, you give your customer window beauty and convenience. And, what's more, you give him *lasting* satisfaction. Because all Andersen Window Units are made of carefully selected, beautiful wood . . . the *natural* building material that provides *natural* insulation against both heat and cold. And these quality wood window units are toxic treated to prevent decay . . . to repel termites—*for as long as a house will stand.*

For full information on these fine wood windows, see your WINDOWWALL distributor, or write direct to Andersen.

Andersen *Windowwalls* are quickly available from complete stocks of these distributors:

ALABAMA

Birmingham Sash & Door Co.
Birmingham

FLORIDA

Hutting Sash & Door Co.
Jacksonville

GEORGIA

Hutting Sash & Door Co.
Atlanta

KANSAS

United Sash & Door Co.
Wichita
Rock Island Wholesale Co.
Wichita

KENTUCKY

Hutting Sash & Door Co.
Louisville

LOUISIANA

Davidson Sash & Door Co.
Alexandria, Lafayette
and Lake Charles
New Orleans Sash & Door Co.
New Orleans
United Sash & Door Co.
Baton Rouge

MARYLAND

Morgan Millwork Co.
Baltimore

MISSOURI

American Sash & Door Co.
Kansas City
Hutting Sash & Door Co.
St. Louis
Toombs & Co.
Springfield

NORTH CAROLINA

Hutting Sash & Door Co.
Charlotte

OKLAHOMA

General Sash & Door Co.
Tulsa

TENNESSEE

Hutting Sash & Door Co.
Knoxville and Nashville
Memphis Sash & Door Co.
Memphis

TEXAS

Davidson Sash & Door Co.
Austin
Hutting Sash & Door Co.
Dallas

VIRGINIA

Hutting Sash & Door Co.
Roanoke
Morgan Millwork Co.
Arlington



ANDERSEN CORPORATION • BAYPORT, MINNESOTA

(left) Andersen Casements blend with wood paneling.
Paul Moffett, A.I.A., architect.



Open for Business

New Weyerhaeuser Louisville Distributing Yard offers Lumber Dealers a convenient wholesale source for lumber, plywood, millwork and other materials

Strictly a wholesale operation, this new Weyerhaeuser Distributing Yard now is open at Louisville to afford retail lumber dealers ready supplies of Weyerhaeuser 4-Square Lumber and related wood products as well as broad lines of other basic building materials.

By drawing upon stocks maintained at this large new warehouse, dealers can lower their inventory costs and increase profits. This new distributing yard... dedicated to serving lumber dealers... has two acres of surfaced area to facilitate easy maneuvering and loading of dealer trucks, hundreds of feet of covered loading docks both at ground level and truck level. The yard is conveniently located at the crossroads of main north-south and east-west highways.

Stocks include: Weyerhaeuser 4-Square Kiln-Dried Lumber, both uppers and commons, in Douglas Fir, West Coast Hemlock, Western Red Cedar, Inland Red Cedar and Ponderosa Pine. Weyerhaeuser 4-Square Exterior and Interior Douglas Fir Plywood as well as Ponderosa Pine, Knotty Pine and Knotty Cedar plywoods. Weyerhaeuser 4-Square Particle Board, the new engineered panel of pressed wood particles. The complete line of Nu-Wood interior finish and structural insulation board products. The Balsam Wool sealed insulation line. Kolorite factory-coated shakes and shingles. And all five great Andersen Windowwalls—casement, pressure-seal, gliding, Flexivent and the new slim Beauty-Line windows.

WEYERHAEUSER SALES COMPANY

Weyerhaeuser Louisville Yard

Telephone: EMerson 8-3331

First Choice
BUILDING MATERIALS...

WEYERHAEUSER*
4-SQUARE

Lumber and Building Products

Andersen
Windowwalls
COMPLETE WOOD WINDOW UNITS

Nu-Wood*
Insulation Board Products

Balsam-Wool*
Sealed Insulation



KOLORITE*
WEYERHAEUSER 4-SQUARE

Factory-Coated
Shakes and Shingles

*T.M. Reg.

LOADED WITH SALES ACTION!

HAGER New Binned Merchandiser

is Bound to be the
Hardest Working Carded Hardware
Salesman in Your Store!

NOT A DOG IN THE CROWD!

You get so many calls for the popular "fixin' hardware" Hager's put into this new merchandiser you would normally have every one of these items on your next order anyway! Hager hand-picked 23 of the most wanted, fastest moving "Do-It-Yourself" leaders from its famous Handy Hardware Line, packaged them in a new eye-stopping red-white-and-black see-thru package and then "Binned" them into one of the neatest, attractive, attention-getting compartmentized counter organizers you've ever seen!

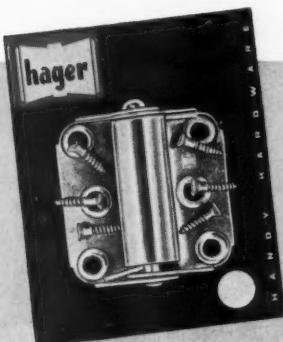
Put a Hager Handy Hardware Binned Merchandiser on a main-aisle table or counter and watch the stock move. You'll have to restock it almost daily!



FREE Extra Sales Help

At no extra cost to you Hager has dressed up stock you'd normally keep hidden in boxes on your shelves in an irresistible bright new carded package and "binned" it for you in an 18" x 22" top-of-the-counter (or table) merchandiser that's sure to pack a hearty sales wallop.

While it takes but seconds to set up, it'll keep you busy re-stocking bins.



New! "Stop-&-Buy" Packaging Flags Down Big Impulse Sales.

- Attractive Red-White-and-Black see-thru package waves 'em down . . . stops 'em at the counter.
- Plastic see-thru skin-pack, seals hardware and screws together in tarnish-proof, leak-proof, pilfer-proof capsule.

NOW! Hager Handy Carded Hardware

- new Binned Merchandiser
- new sell-on-sight package
- new low price but same full big profits for you!

Hager jobbers looked over the merchandiser and agreed: "there's not a dog in the crowd!" It's no wonder, for Hager carefully selected 23 of their fastest moving popular Handy Carded Hardware items (items you would normally stock on your shelves) and then put four—and only four—of each in their new Binned Merchandiser.

Order Hager Binned Merchandiser #140 Today!

Merchandiser complete with 4 each of 23 popular items.....	\$29.80
It's gone before you can say: "I'd better order some more Hager Handy Hardware".... for.....	\$49.68
And you made full 66 2/3% profit.....	\$19.88

ORDER FROM YOUR JOBBER TODAY or send for FREE information

In "Do-It-Yourself" Carded Hardware—remember—
Everything—including the sale—Hinges on Hager!

C. HAGER & SONS HINGE MFG. COMPANY • ST. LOUIS 4, MO.



Your springboard for spring



sales...Insulite Ceiling Tile!

Want to set up a display that will help get more spring business from builders and home owners? Here it is—a real "spectacular," featuring fast-selling Insulite Ceiling Tile!

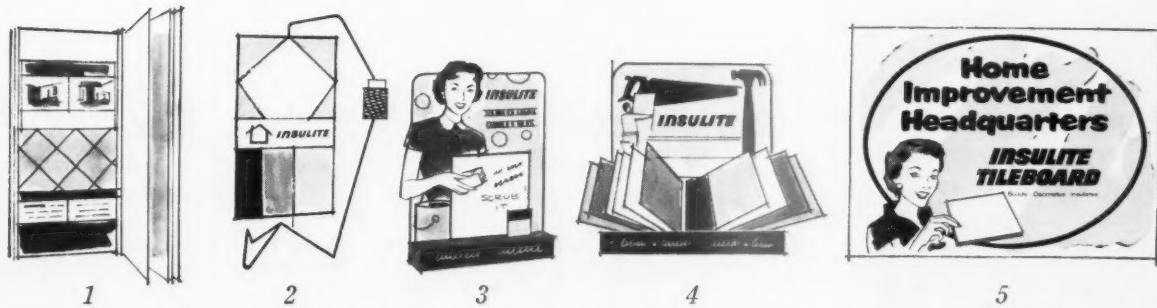
To help you get off to a flying start, we've created some great new display units. Picture at left shows the basic idea . . . a big traffic-stopping mass display, with free signs, banners, price spots and demonstrators built right in. It makes a place where shoppers will stop . . . talk . . . look

. . . ask questions . . . get prices . . . and *place orders.*

For high-volume spring selling, Insulite gives you a *full line* of ceiling tiles, in butt edge and T&G types. There's regular and random drilled Acoustilite; travertine-textured Fiberlite; and new, scrubbable Durolite, with the toughest finish ever applied to ceiling tile.

Want special information, for an early start? Write us—Insulite, Minneapolis 2, Minnesota.

Free displays and demonstrators, to help you close more sales



(1) SWINGING WALL PANEL display includes posters and banners, price information, actual samples. (2) INTERIOR FINISH DISPLAY has handsome wrought iron base, rotating section of sample pieces. (3) DUROLITE SCRUB-TEST DISPLAY. Counter unit, 18 inches high. Built-in literature pocket. (4) SAMPLE PANEL DISPLAY. Takes less than 1½ sq. ft. counter space. Lets customer flip through full

variety of samples. (5) ACETATE WINDOW POSTER. Printed in brilliant colors; looks like lettering painted on window.

OTHER FREE SALES HELPS include newspaper ad mats, outdoor signs, how-to-do-it mailers and literature. Ask your Insulite representative to set you up with what you need.

sells easy...sells fast...stays sold

INSULITE



INSULITE, made of hardy Northern wood—Insulite Division of Minnesota and Ontario Paper Co., Minneapolis 2, Minn.

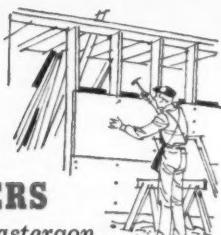


INSULITE, ACOSTUILITE AND DUROLITE ARE REGISTERED T.M.'S U.S. PAT. OFF. FIBERLITE IS A T.M.

**Boost sales
to 3 customer groups with**

PLASTERGON

Wallboards



BUILDERS
prefer Plastergon
Lockaire Asphalic sheathing

Licorice root fibers make Plastergon's Lockaire tougher, asphaltic impregnation makes it more resistant to weather elements and termites. It saws easily, nails tightly. Plastergon's method of manufacture creates millions of air cells for the most effective insulation. Plus Plastergon benefits mean satisfied customers for your builders.

$\frac{1}{2}$ " and $2\frac{3}{32}$ " Asphalic Board 48" wide
... 6 to 12 ft. long...

Also V-joint panels 2' x 8'.
 $2\frac{3}{32}$ " building boards.



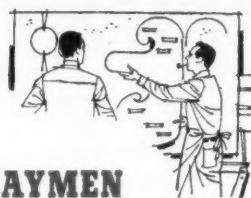
DO-IT-YOURSELFERS
prefer Plastergon's easy-to-work-with qualities, low cost

Because Plastergon Lockaire-Budgetaire Insulation board and wallboard costs so little and goes up so quickly, many homeowners are able to finish attics, remodel older homes now in far less time and for much less costs than planned.

Lockaire Paintcote— $\frac{1}{2}$ " insulating board. Factory painted one side, 48" wide... 6 to 12 ft.

Budgetaire Paintcote— $\frac{5}{16}$ " insulating board. Factory painted one side, 48" wide... 6 to 12 ft... bundles of 10.

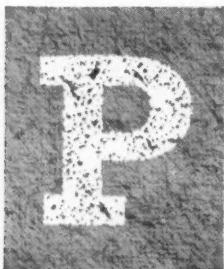
Duo-tone—2 color wallboard in 6 different color combinations. Four ply... 48" wide, 6 to 12 ft.... bundles of 12.



DISPLAYMEN
prefer Plastergon's versatile, wide assortment

Display work becomes easier, more effective and less expensive when display men can call on a specific board for a specific job. With Plastergon's decorative line, they can choose from $\frac{1}{10}$ " flexible Ready Bend Panels or $\frac{1}{2}$ " Lockaire Paintcote. Pre-painted or sized for spraying, flexible or rigid, cream, white or 6 duotone combinations. You'll soon be headquarters for these profitable sales.

Duo-tone... Buckskin Ready Bend... Perfect-O-Cell... Mammoth... Economy... Budgetaire Paintcote... Lockaire Paintcote



Get with the Wallboard Line that has what ALL your customers want

PLASTERGON Wallboards

THE PLASTERGON WALLBOARD COMPANY
P.O. BOX 40, STATION B, BUFFALO 7, N.Y.

Cable Address, "PLASTERGON" • Phone Riverside 3370

for **33** years A.O.F. has stood for



Kiln Dried Hardwoods

MOST COMPLETE
STOCK AVAILABLE
IN THE SOUTH!

To give you prompt,
efficient service,
we maintain warehouses in
• Atlanta
• Charlotte
• Chattanooga
• Jacksonville
• Miami
• Raleigh-Durham
• Tampa

MEMBER: National
Hardwood Lumber Association

Our hardwood lumber is scientifically dried in modern kilns under the supervision of expert engineers. Nothing is spared to produce for you only the highest quality hardwoods. We guard our reputation jealously.

All of our personnel have had long experience in every phase of the industry, and they thoroughly understand your lumber problems.

Get in touch with us for your hardwood needs. We'll give you excellent service on L.C.L. and mixed car shipments, kiln dried or air dried.



ATLANTA OAK FLOORING CO.

General Offices and Plant • ATLANTA, GEORGIA

THE SMART NEW TREND TO FOLDING DOORS...



Offers Big Profit Opportunities with
FOLD-ASIDE DOOR HARDWARE



Builders are concentrating more and more on the charm and compactness of folding doors. Doors that Fold-Aside create luxurious effects and spaciousness that helps sell homes. This means new profit opportunities for building supply outlets... and particularly for those featuring Acme Fold-Aside Door Hardware... finest available.

Again, Acme engineers have come up with a superior design. One that permits the greatest number of folding door uses. The extruded aluminum overhead track with nylon wheel assures smooth, faultless operation. The ab-

sence of a bottom track permits installations, in addition to wardrobes, that are not otherwise possible... such as over-a-counter screens, room dividers, and window shutters. There's nothing on the floor to trip over or catch dust. Use any wood, plastic, or decorative material in panels, frames, or louvres. Installation is easy. Simple adjustment for doors assures a perfect fit.

Track is in two sections. Packages are only half the usual size — take less dealer shelf space. Take advantage of the new trend in building — stock up today.

Write for NEW catalog covering complete Acme line.



ACME APPLIANCE MANUFACTURING CO., 35 So. Raymond Ave., Pasadena, California

© 1957 Acme Appliance Manufacturing Co.

NOW!



PLYSCORD[®] with EXTERIOR GLUE

joins the distinguished
family of fir plywood
structural products

GENUINE
DOUGLAS FIR PLYWOOD

PLYSCORD[®]

EXTERIOR GLUE

GRADE C-D SHEATHING

00

DFPA[®]
TESTED
QUALITY

SEE YOUR JOBBER SALESMAN
FOR DETAILS

Or write DOUGLAS FIR PLYWOOD ASSOCIATION, Tacoma 2, Wash.

SOLD BY



ON THE AIR

Sold in your store by this display

Morning, noon and night, these famous TV stars and shows are working for you, the lumber dealer—selling YOU as the source of two important home building products: Balsam-Wool and Nu-Wood. And every working day, these big store displays can *pre-sell* your customers, too. The displays are part of one of the biggest sales promotions of its kind ever launched on network TV.

BALSAM-WOOL sealed insulation with reflective liners

Here's a display that helps you build insulation profits from home owners who want more year-round comfort, lower heating and air conditioning costs. Balsam-Wool, with its gleaming reflective liners, looks as good as it performs. Heating and air conditioning costs go down when it goes in. This new Balsam-Wool is a sealed insulation, designed for maximum efficiency and backed by a reputation for top quality.

It's not too late to tie in...if you act now!

Now, while the big Balsam-Wool® and Nu-Wood® TV promotion is still young, is the time to reap the benefit. Wood Conversion Company provides you with everything you need to sell: window and store displays, banners, special tie-in literature and newspaper ads, local TV spot announcements.

PLUS consumer and builder magazine advertising and proved plans for your customer yard-meetings. Don't miss this opportunity to tie in. See your Wood Conversion Company salesman or write us. Wood Conversion Company, Dept. 131-37, First National Bank Building, St. Paul 1, Minn.



BALSAM-WOOL®

sealed insulation with reflective liners
sold only by lumber dealers

**See Your Nearest
DIXISTEEL
Building Dealer**

ALABAMA

Birmingham
Wise-Sudduth Steel
Building Co.
P. O. Box 1252
PHONE: TR 9-6525
Attention:
Mr. Jim Wise

Dothan
Hollis & Spann,
Contractors
202 South Alice St.
PHONE: 5-1910
Attention:
Mr. R. H. Hollis

Huntsville
Putman Construction
Co.
125 Blount St.
PHONE:
Jefferson 4-1242
Attention:
Mr. D. L. Putman

FLORIDA

Fort Pierce
Bill Free Co.
3312 Orange Ave.
PHONE: 916 or 2007J
Attention:
Mr. Bill Free

Jacksonville
Hull Metal &
Supply Corp.
21st & North Canal
St.
P. O. Box 6457
Attention:
Mr. Henry Hull

Lakeland
Mutual Equipment &
Supply Co.
819 North Kentucky
Avenue
P. O. Box 2098
PHONE: MUtual 7-1561
Attention:
Mr. S. F. Leucht

Orlando
Orlando Steel Building
Co.
474 Lakewood Drive
Winter Park, Fla.
PHONE: 4-6534
Attention:
Mr. Jack Stilson

GEORGIA

Atlanta
Atlanta Steel Co.
Warehouse Division
575 14th Street, N.W.
P. O. Box 1714
PHONE: TRinity 5-3441

Brunswick
Glynn Iron & Steel
Co.
South End Shipyard
P. O. Box 507
PHONE: 2843
Attention:
Mr. R. M. Fairman

Columbus
Steel Builders, Inc.
Old Cusseta Road
P. O. Box 5157
PHONE: 2-7729
Attention:
Mr. W. B. Joy

Macon
Dixie Metal Co.
340 5th Street
PHONE: 3-7437
Attention:
Mr. Don Bradford

Newnan
Neenan Steel
Building Co.
110 East Washington
Street
PHONE: 1308
Attention:
Mr. Roger Pate

TENNESSEE

Chattanooga
Steel Buildings Co.
813 Magnolia Street
PHONE: 7-8340
Attention:
Mr. L. Manuel Nash

Clarksville
Thomason and Reece
College at Second St.
P. O. Box 733
PHONE: 3-1113
Attention:
Mr. Jim Reece

Mobile
Foster & Creighton Co.
958 South Conception
St.
P. O. Box 227
PHONE:
HEmlock 8-5606

Piedmont
Ellis-Allen Tractor Co.
104 North Main St.
PHONE: 4566
Attention:
Mr. Ed Allen

Tuscaloosa
Charles Temerson
& Sons
2104 4th Street
P. O. Box 378
PHONE: Plaza 2-1506
Attention:
Mr. John Curtright

Ormond Beach
Tom Daugherty Steel
Buildings
666 Buena Vista Ave.
PHONE: Clinton 2-5262
Attention:
Mr. Tom Daugherty

Panama City
J. W. Giles
Construction Co.
701 Mulberry Ave.
PHONE: AMherst 5-2303
Attention:
Mr. J. W. Giles

Sarasota
Sadler Sales Co.
1027 N. Washington
Blvd.
PHONE: Ringling 7-1101
Attention:
Mr. John Sadler

Tampa
Peninsula Steel
Buildings Co.
4811 North
Westshore Blvd.
PHONE: 74-2381
Attention:
Mr. K. J. Wermeling

Savannah
Savannah Iron and
Fence Corp.
E. President Street
Extension
P. O. Box 509
PHONE: Adams 4-5188
Attention:
Mr. Robert B. Miller

Valdosta
Valdosta Steel
Buildings, Inc.
606 South Patterson
Street
PHONE: 2338
Attention:
Mr. Fred Pindar

Vidalia
Hanna Steel
Buildings, Inc.
Vidalia Bank Bldg.
PHONE: 3288
Attention:
Mr. Nat E. Hanna

Waycross
Business, Inc.
610 Alice Street
PHONE: 2070
Attention:
Mr. Henry Smith

Cookeville
Better Homes
Construction Co.
Cox Building
PHONE: 693
Attention:
Mr. Frank Alexander
Shelbyville
B. B. & T. Steel Co., Inc.
901 Madison St.
PHONE: 885
Attention:
Mr. E. M. Brantley

DIXISTEEL TRADE MARK BUILDINGS

for business and industry

IMMEDIATE ERECTION • AMAZINGLY LOW COST

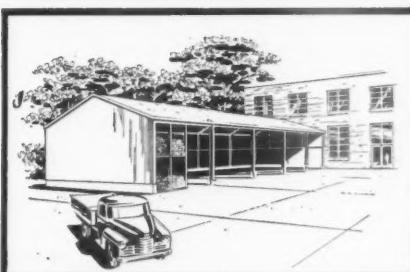
DIXISTEEL BUILDINGS are planned to suit your specific needs. Virtually any length, width, or sidewall height can be obtained from standard units. Rigid-frame, clear-span, post-free construction. A full variety of accessories available. You can own a DIXISTEEL Building for as low as \$1.50 per square foot.

TYPICAL OF THE WIDE VARIETY AVAILABLE



RETAIL STORE

This building is 50' x 100' with no columns or obstructions. Decorative front. Warehouse space in rear can be easily expanded.



MAINTENANCE SHOP

This open front clear-span building is 30' x 100'. It is ideal for storage of materials, parts and equipment. Plenty of working space.



MANUFACTURING PLANT

This multiple building consists of two 70' x 100' units. Additional units can be added to sides or ends, when expansion is needed.

FREE ESTIMATES—NO OBLIGATION

STEEL BUILDING DIVISION

Atlantic Steel Company

P.O. BOX 1714 • ATLANTA 1, GEORGIA • TRinity 5-3441



Twenty-two hundred square feet of living area make up the Atlanta, Georgia residence of Mr. & Mrs. R. V. (Joe) Bellmore. Of course, the home is Kimsul insulated because Joe Bellmore not only sells Kimsul but believes in it. And here's why: utility bills for air conditioning and heating plus all electric appliances average only \$19.00 per month.



Reflective KIMSUL insulation holds down heating and cooling costs

THIS MODERN residence is equipped with air conditioning for summer weather and gas heat for winter. The owners enjoy the conveniences of modern electric appliances including an electric stove, refrigerator and television as well as many other conventional electrically-operated household appliances. Utility bills for cooling and heating and operation of all electric appliances total less than \$230.00 per year. The average monthly cost of heating and cooling alone is only 61 cents per 100 square feet of living area.

A highly important factor in achieving low utility costs like this was a wise investment in Kimsul Reflective Insulation. Kimsul 1000 in the ceilings and Kimsul 880 in the outside walls of this home

result in efficient, low cost heating and cooling performance.

Kimsul is a superior insulation because it combines three highly efficient heat loss and heat gain barriers—air space, reflective foil and multiple layers of cellulose fibre—into one insulation. In addition, Kimsul is easy to measure, cut and install . . . has plenty of do-it-yourself appeal. Kimsul is easy to handle and sell . . . lets you offer premium quality insulation in all price categories. It's compressed to save you storage space and make insulation a much more profitable item for you. Write today for price schedules. Consult the yellow pages in your phone book for Kimsul distributors in your area.

KIMSUL
A PRODUCT OF
Kimberly-Clark
INSULATION

Kimberly-Clark Corp., Neenah, Wis.





SOUTHERN BUILDING SUPPLIES

MARCH, 1957

Seven members of the Nashville Lumber and Building Material Association confer with John R. Doscher, executive director of *Operation Home Improvement*, concerning ways for dealers to advertise home modernization most profitably. Seated from left are President Hovey, Secretary Baker, Treasurer Potter, and Doscher. Standing are Dealers Garrison, Scheffer, Walker, and Ferguson.

NASHVILLE DEALERS band to PUSH O. H. I.

» The best way for building supply dealers to shield home-owners from "fly by night" home-improvement salesmen of the "blue suede shoes" type — and at the same time increase their share of home modernization and repair sales — is for such dealers to organize and advertise! This has been proved by dealers in the Nashville, Tennessee, market this year.

After hearing some of their former customers and numerous other home-owners complain about how they were gypped by itinerant applicators who made "fast sales with big promises" of home improvements on easy terms, the Nashville dealers acted on the suggestion of Bob Brownlee, secretary-manager of the Tennessee Building Material Association. They decided to take matters in their own hands by organizing, advertising, and promoting quality materials and workmanship, through packaged selling of home repairs and improvements on easy, monthly terms.

Fourteen dealers in the Nashville trading area met and formed the Greater Nashville Lumber and Building Materials Dealers Association. Taking a leaf from the current intensive *Operation Home Improvement* program, they called in an advertising expert of the *Nashville Tennessean* and *Nashville Banner*, afternoon and morning newspapers. The outcome: a series of association advertisements every two weeks — Monday afternoons and Tuesday mornings — like that reproduced on this page. Its publication size (See NASHVILLE DEALERS page 44)

REMODEL YOUR HOME
with confidence!

**Any Home Improvements
NO CASH NEEDED!**

**up to
3 YEARS
to pay**

**To insure
Satisfaction ...
make sure you
call a member
of the ...
GREATER
NASHVILLE
LUMBER AND BUILDING
MATERIALS DEALERS ASSN.**

**Enjoy the
"ONE STOP" Home
Improvement Plan**

Your desired improvements or remodeling can now be made with complete confidence ... with satisfaction guaranteed.

We Have Available:
Carpenters, Cabinet Makers,
Plumbers, Electricians,
Painters and Masons
assuring you a complete
ONE-STOP Job.

**These prices are
based on an ...
AVERAGE
6-ROOM
HOME**

**REMODEL GARAGE
INTO AN EXTRA
ROOM FOR JUST \$1142 PER MONTH**

**PUT ON A
NEW ROOF
FOR JUST \$535 PER MONTH**

**ADD A
CARPORT
FOR JUST \$695 PER MONTH**

**BUILD A
GARAGE
FOR JUST \$1381 PER MONTH**

**ALUMINUM COMBINATION
STORM WINDOWS &
DOORS..... \$1123 PER MONTH**

**FINISH YOUR BASE-
MENT INTO AN EXTRA
ROOM FOR JUST \$997 PER MONTH**

MATERIALS AVAILABLE FOR THE DO-IT-YOURSELF FAN
All needed materials for any job may be purchased under this same "No money down—3 years to pay plan"

Here they are ... members of the NASHVILLE LUMBER AND BUILDING MATERIALS DEALERS ASSOCIATION ... the firms you should call for all HOME IMPROVEMENT NEEDS ...

All Weather Insulation Co. 523 W. Thompson Lane CH 2-5404	Bud Jennings Lumber Co. 2176 Carson Street CH 2-3314	Old Hickory Box & Lumber Co. 515 Eighth Avenue, South AL 5-2118
Denison Lumber Co. Old Lebanon Road, Denison, Tex. 75541 4-6-2397	Modem Builders & Supply Co. East, Goodlettsville, Tenn. 44-9-5589	Vick Brothers Lumber Co. 406 North First Street AL 3-3049
Holmes & Northern Lumber Co. 5705 New York Avenue CY 7-3574	W. C. Moncrief & Co. Goodlettsville, Tenn. 44-9-2851	Richardson Lumber Co. 2109 Nolensville Road AL 6-7220
Inglewood Hardware & Lumber Company 3214 Gallatin Road—CA B-2521		Vick & Ferguson Lumber Co. 1008 Gallatin Road Madison, Tenn.—CO 2-6971
		Robert Walker Lumber Co. 600 Thompson Lane CH 2-6641



Walter Kelly's STORE 'DREAM COMES TRUE'



By BARON CREAGER, Southwestern Editor

» Ever since World War II, Walter R. Kelly, vice-president and manager of operations for the Hope Lumber and Supply Company in Tulsa, Oklahoma, had pictured, in his mind, the lumber yard he would some day build.

This yard would be designed from the ground up — with

every convenience and safeguard to make that operation profitable, and with a sales floor filled with inviting displays. Within that sales floor there would be ample room so that, once invited, the customer could never be irritated and distracted by merchandise crowded too closely.



These exclusive S-B-S photos show many fine features and advantages of Hope's new store and yard at 13th and Sheridan in Tulsa, Okla. At lower left is exterior of store. Note handsome glass front; 8-foot canopy over walkway; ample parking.

At left, vaulted ceiling with exposed wood beams of store interior is seen, facing tool bar to north. Native stone pillars are built into store obliquely to provide window display "niches," which are spot-lighted. Most display fixtures were built in Hope's shop.

Store view looking south toward paint bar is shown at right. Here paints are "custom mixed" and paint accessories are well-displayed.

Photo on S-B-S cover shows five sales desks adjacent to sales floor. All have inter-com sets and telephones. Building is air-conditioned and lighted with fluorescents.

Kelly and the Hope company have now built and occupied that yard in Tulsa. It actually is a "dream come true" and, perhaps, a Cadillac among all lumber yards south of the Mason-Dixon line or



an imaginative extension of that line beyond its Western terminus.

Reported as representing an investment of not less than \$250,-

000, this new plant occupies five acres. This tract is part of an industrial district of 160 acres
(See 'DREAM STORE' page 82)



Photo below shows immensity of principal driveway at Hope's new Tulsa yard. Clearance is 9'6" and whole plot is paved. Raised walkways on both sides of drive are filled with "ready to go" stacks of merchandise like that seen at left. Garbage cans and similar specialties move fast as "impulse items." All bulk materials are palletized — like concrete mix and lumber in photos — for easy handling by fork-lift trucks.



Quite a familiar landmark to shoppers in Sikeston, Mo., now is this "modern" store of the Sikeston Lumber Company. According to Manager Charlie Conn, floor traffic has increased 95% since store was built in 1952. He is "more than pleased" with popularity and profitableness of contractors' room, seen in use below.

Four years later



'NEW STORE' and Contractors' Room Pay Off

» **What's the score** on new building supply stores and new displays after the "new" has worn off? All new plans are entered into with enthusiasm and high hopes — but what's the score after four years of use?

In the case of the Sikeston Lumber Company at Sikeston, Missouri, the score is high. Floor traffic increased 95 per cent in 1956 over four years before, when they built their new building. Better news yet, their modern displays have increased impulse buying and increased volume in higher-profit items.

Manager Charlie Conn told an S-B-S correspondent that a weekly report of customers and floor traffic, which has been kept since the new building was opened, now

shows an increase of 95 per cent. Designed to tab the number of customers served each week, the report shows a continuing higher ratio of customers to shoppers.

Most satisfying is the increase in gross profits. This is attributed to better display of more impulse merchandise and better accent on items which carry a high margin of profit.

Several new departments have chalked up profits during the past four years. The kitchen and appliance department has consistently increased its volume in sales not only to new subdivision homes but, to a large extent, to older homes being remodeled.

The contractor's room has upset all predictions. It is responsible for an important increase in sales as

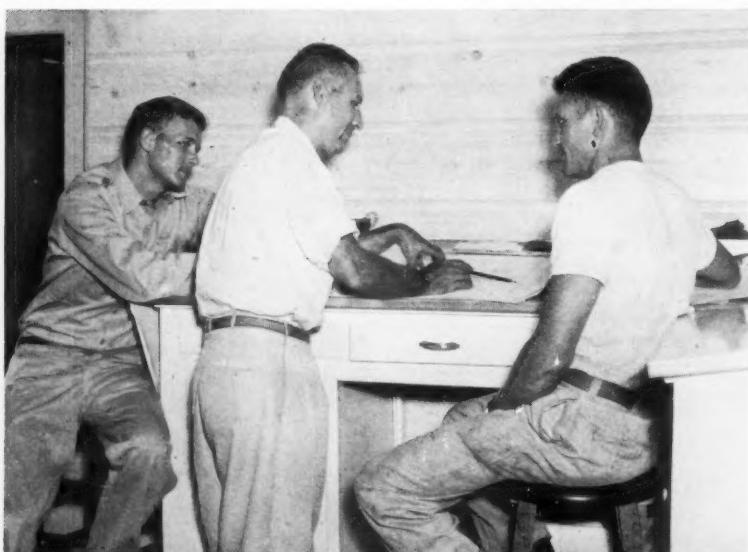
well as furthering better relations with contractors and the general public. This contractor's room is not just a backroom where builders can talk cost prices; it is a fully equipped office for a contractor to use while he's getting set for a job.

For instance, an out-of-town contractor had a big building job in Sikeston. Conn sought out the superintendent on his first day in town and brought him down to show him the contractor's room. Conn told him to use it as his office as long as he needed it. When the contractor came to town and found his superintendent using the contractor's room as an office while he was getting his job underway, he was high in praise of this dealer service which had saved them a lot of time and money.

While no attempt was made to create sales, business resulted because those who used the room felt like giving the Sikeston dealer as much business as they could.

The room itself is equipped with desks, separate telephone, and blueprint cabinets. There is, of course, no charge for the room or for local telephone service. The contractor pays for his long-distance calls but there is no waiting for a separate phone to be installed. Use of the room, according to several out-of-town contractors, has saved them days of delay in getting a job started.

Local contractors make good use of the room, too. They like to bring their own customers down where they can be shown hardware, roofing, interior trim, paint, and many other things that the homebuyer wants to select. The contractor has privacy with his
(See STORE PAYS OFF page 85)





Carroll Allen of the Autauga Building and Supply Company in Prattville, Ala., lands extra profits almost daily by asking customers if their job requires ventilators. At left, he explains to a farmer the differences in uses and quality of foundation and cornice vents that his firm stocks in storage niche between store and warehouse. Below, a carpenter assembles one of the new sectional attic ventilating louvers now available, along with fixed triangular louvers. Metal should either be aluminum or galvanized steel.



builders now are the aluminum triangular louvered vents that adjust to various roof pitches. These are offered by several manufacturers now to avoid necessity of stocking a wide variety of sizes.

In addition to the triangular louvers installed at the end of each gable, there are half-round vents and rectangular vents for the same spots. Quarter-round vents are placed on both sides of a chimney that bisects a gable.

A horizontal vent can be placed in narrow places, such as near the attic floor line in low-pitched, shed, or flat roofs.

Two other types of ventilators are used in conjunction with each other for best attic circulation re-
(See CASH-IN ON VENTS page 95)

For added profits, SELL MORE VENTILATORS

By H. G. Matthews

» No retail building material dealer can offer truly "one stop" service unless he stocks ventilators for attics, roof eaves, and crawl spaces. Available in metal and wood, these ventilators are a clean, easily handled, good-profit line.

The importance of good ventilation in attics and below floors recently resulted in higher standards by FHA and VA loan officials.

A SOUTHERN BUILDING SUPPLIES survey last year showed that 80 per cent of the lumber and building supply dealers in the South-Southwest sell attic ventilators, and 69 per cent sell crawl-space ventilators.

The dealer's chief problem is not how to sell these ventilators but to sell the size and quality that will ventilate the building efficiently.

Popular with both dealers and



How to handle Hardwood Flooring in yard — and on job

By B. A. VAUGHAN
Flooring Sales Manager
E. L. Bruce Co.

» **Everyone involved** in the equally important chain of manufacturing, distributing, and installing hardwood flooring has an important role to play in the battle to eliminate flooring's worst enemy — unnecessary loss and damage through improper methods of handling and storage.

Here's the information dealers, contractors, and builders have been demanding. First, let's consider proper storage — one of the most important ways to combat excessive moisture absorption.

As you know, flooring is stored before shipping, in dry, well-ventilated warehouses. Every precaution is taken to assure that the flooring is in good condition when received by the dealer.

If possible, unload flooring in good weather — never while it is raining. If the atmosphere is damp, cover each truck load of flooring with a tarpaulin, until it can be unloaded.

Do not pile flooring in open sheds, because it tends to absorb moisture, which causes swelling and impairment of the accuracy of the millwork. Moisture absorption also causes shrinkage after laying, leaving unsightly joints in the finished floors.

For best results, store flooring in a covered building that is well-ventilated and has weatherproofed windows to admit sunshine. Never store in a damp or leaking enclosure.

The building should not be heated, as excessive continual heat can dry flooring below its manufactured moisture content and this may cause the flooring to buckle after installation. It is desirable to maintain as closely as possible the moisture content at the time of manufacture, which is 7 to 8 per cent. This helps prevent cracks which result when floors are installed too "wet" or oversize, or buckling when installed too "dry."

Check to see that the floor of the storage area is 18 inches above the ground, which is necessary for good air circulation.



MAIN HIGHLIGHTS

1. Truck and unload flooring in good weather if possible.
2. Store flooring in a covered, well-ventilated building.
3. Maintain as closely as possible the moisture content at the time of manufacture.
4. Store flooring at least 18 inches above the ground.
5. Be sure the flooring "first in" is the first to go out.
6. Stack flooring inside the building for several days before installation. In winter, heat the building.

Place a layer of tar paper or polyethylene film directly on the floor where the hardwood flooring is to be stored. Then place 2x4's (or stacking sticks) on top of the moisture barrier — and the flooring on top of this. Leave ample room on all sides of the flooring piles for a complete circulation of air.

These precautions are extremely effective in combating moisture absorption.

Next, let us consider the proper rotation of flooring. With flooring, as with any product, it is desirable that the merchandise received first is the first to go out. To make this easier, maintain two separate flooring piles. One should be for the old, and the other for the newer flooring. Do not place the newer flooring on top of the old at any time. Instead, put in a completely separate pile.

Continue to use up the older flooring before starting in on the new. In addition to making certain that the flooring *first in* is the *first out*, separate piles make it easy to

tell at a glance when it is time to re-order additional flooring.

The floor layer, as well as the countless others involved in the evolution of flooring from forest to home, also has the important responsibility of seeing that flooring is stored and handled properly, as well as installed correctly in the building.

To avoid excessive shrinkage, stack flooring inside a house for several days before it is laid so that the flooring can reach a balance with the moisture content of the air inside the house. In winter, heat the building.

Always let fresh plaster dry before bringing in the flooring, otherwise the flooring will absorb moisture given off by the plaster. This in turn leads to trouble, both in laying the floor and in the subsequent use of the floor.

It is everyone's job — manufacturer, dealer, floor layer, etc. — to take every precaution to see that oak flooring is treated right. When it is, repeat orders are received from satisfied customers!

In planning his new store in Texas, Dealer Milliken made good use of conveniences and preferences he had seen "customers go for" in supermarkets and shops. This colorful table and bench set proved so popular at store opening, he now has four sets where the kiddies park while Mom shops. Shoppers for homes and materials, as well as the contractors, appreciate the planning room (and free coffee) pictured below.

El Paso store accents Customers' Choices

» Richard Milliken moved into his new building in El Paso, Texas, in December with a formal opening that amounted to a "showmanship production."

Established in 1948, the Milliken Lumber Company first specialized in serving the builder trade. But as homebuilding slowed down, they began edging more and more into supplying the home-owner and handyman trade. "That explains our new building," said Dick Milliken. "We needed the extra display room."

A progressive thinker, Milliken has broken somewhat with the tradition of the lumber dealer who confines himself to one top line exclusively. "It is no longer profitable or popular to tell today's

shoppers what they should purchase.

"For example, to be competitive with cut-rate paint stores, we have an outside white paint we can offer for \$2.95 a gallon. But we do not sell it with a guarantee — and we don't recommend it. Nevertheless, it meets the demand for a price paint. We push and back up a quality outside white paint that retails for \$7.00 a gallon."

Thus, Milliken's merchandise includes top-grade lines and the low end, too. There are hammers here for 99 cents, and others for as much as \$4.95.

In catering to the retail trade, this dealer has set up a revolving credit plan. The firm advertises it this way:



"A revolving charge plan to budget your purchases. It's easy as 1-2-3 — here's all you do!

"1. You simply choose the amount of monthly payments you wish to make. You will receive a credit of SIX TIMES that amount.

"2. When you make your purchase, just say 'Charge It.'

"3. Each month you will receive a statement of your MILLIKEN Revolving Charge Plan showing purchases, service charge and balance. You pay only the amount per month originally agreed upon."

The "service charge" is a profitable 2 per cent a month on the unpaid balance! This revolving credit plan is being used, with slight variations, in many retail fields.

This credit system keeps Milliken's customers from wandering off, and reduces the costly problem of customer turn-over.

Milliken's coffee room — complete with a built-in kitchen, five-gallon coffee urn, two large tables, and chairs — makes it easy and inviting for customers who want to discuss plans for their remodeling job or new home with Milliken salesmen.

Builders also freely use this room for discussing building problems with their customers. The coffee is "on the house!"

In this new air-conditioned building, a meeting room will be used for Do-It-Yourself classes. Twice a month, vocational teachers from local high schools will instruct a class in how to use various power tools, apply materials, and make simple furniture and

home items. This instruction will be provided free by the dealer.

Milliken offers a complete rental service of power tools and lawnmowers. Renters frequently are converted into buyers.

Located in Ascarate, a suburb of El Paso, the Milliken Lumber Company are not identifying themselves with any one department or service. "We shy away from being known, say, as paint headquarters," explained Dick Milliken. "We are striving to set ourselves up as complete building supply headquarters for home-owners."

During the opening, Milliken ran some "hot" specials — and they drew in many new patrons.

The advertised "Lazy Susans" were sold out in less than 30 minutes after the store opened, all 48 of them. So back orders were accepted.

"This has become an age of merchandising to all classes of customers instead of trying to merchandise only to those who want the best," Milliken declared. "There is too much competition today to make it profitable to cater to one income group."



Garden tools and supplies and housewares get a good play the year-round in sunny Ascarate. Barbecue pits and outdoor fireplaces will be demonstrated this spring in patio outside center door. Milliken's new "plant" includes 3,000 square feet of display space and 2,000 of office space. Handsome exterior with inviting company sign is seen on our *S-B-S* cover.

NASHVILLE DEALERS

(Article begins on page 37)

in the daily newspapers: 7½ inches wide and 11 inches deep (one-fourth newspaper page).

Because they traditionally had advertised only to the home-buyers and builders, or because they were plain "doubting Thomases," several dealers refrained from participating in the opening OHI-type full-page advertisement in two colors. However, so satisfactory was the public and customer prospect response to this advertisement, most of them "wanted in" on future insertions.

These ads were scheduled for one-fourth page size, but several dealers who helped pay for the two-color, full-page ad are plugging for this king-size message throughout the spring fix-up and paint-up season!

All dealers participating in the first advertisement expressed delight over its effect on their sales and public relations within a fortnight. Although some of them were "under the impression" that

money was scarce for FHA Title I or similar installment loans for home modernization jobs, the participating dealers were quickly contacted by four national banks and two building and loan savings associations. All of these financial institutions "strongly requested" the opportunity to place such loans for these dealers' customers.

Members of the Greater Nashville Lumber and Building Materials Dealers Association gather on the second Tuesday of each month for a dinner meeting in the Peggy Wells private dining room. They have found that by "controlling the sale" through packaged selling, they both earn higher profits and attain more grateful customers.

Merrill Hovey of the Old Hickory Box and Lumber Co. is president of the Nashville association. Richard Norvell of Norvell and Wallace is vice-president of the group. C. S. Baker, proprietor of the All-Weather Insulation Co., is secretary. H. H. Potter of the Potter Lumber Co. is treasurer.

In a newspaper interview published at the inception of the advertising campaign, President Hovey said: "Fly-by-night improvement people have bilked Nashville home-owners out of untold thousands of dollars in inferior materials and workmanship. Many of them are transients. This hurts the contracting and supplies business in general."



Boat plans and ads speed sale of Fir Plywood

The success of the fir plywood fleet boat program at the Pabst Lumber Company in Houston is an eye-opening example of boosting plywood sales in a typical Texas big way.

Like many other progressive lumber dealers throughout the country, Ernest McKinney, manager of the Pabst yard, found that promoting fir plywood boat plans pays off in extra sales of exterior fir plywood.

McKinney ordered the complete boat-plan sales merchandising kit from the Douglas Fir Plywood Assn. soon after the campaign was kicked off by DFPA in January, 1956. He set up the counter display containing over 60 Do-It-Yourself plans for eight new plywood boats and ran a small advertisement in the *Houston Post*.

Within four days after the ad appeared, he sold all of his plans. He has since reordered and sold several more 60-plan packages.

"Our ads brought us a terrific amount of calls on the boat plans and really moved exterior plywood," McKinney said. "We have never before had such a tremendous response to any other ad we have run in the newspaper. It increased our sales of exterior fir plywood over 100 per cent. The ad brought requests for boat plans from as far away as more than 200 miles—and many customers came from within a radius of 100 miles of Houston."

The Pabst yard has sold plywood for 20-foot cabin cruisers, 18-foot day cruisers, and for many smaller boat plans.

The Douglas Fir Plywood Association was moved to introduce the boat-plan merchandising idea by the nation's 30,000,000 boating enthusiasts.

The association commissioned marine architects to design step-by-step plans for eight plywood



Ernest McKinney, manager of the Pabst Lumber Company, in Houston, Texas, holds up a section of the *Houston Post* in which his firm advertised boat plywood and boat plans. Within four days after the ad appeared, an initial supply of 60 plans was sold out — plus a lot of plywood. Seen below is another advertisement offered by the Douglas Fir Plywood Assn. in mat form, with space for dealer-name imprint.

BIG, STEP-BY-STEP PLANS

Light, strong Exterior plywood and these new, illustrated plans make building any of these smart new boats easy. See us for plans, plywood and other material.

We Sell Exterior
Plywood with 100%
waterproof glue.



boats and then worked these plans into a complete sales package, designed to help sell more fir plywood and other materials. This package was offered by DFPA for \$2.75. Plans are sold for 25 cents each to produce a \$15 income so that the display more than pays its own way.

The plans cover a range including a 7'9" pram dinghy, 11'3" outboard runabout, 13'4" outboard, 13'9" shallow water punt, 15' outboard runabout, 15'11" outboard speed boat, 18' family day cruiser, and a 20' cabin cruiser.

Flakeboard Plant Goes Up in North Carolina

To meet the rising demand for Formica Flakeboard, a new, high-quality particle board composed of wood flakes and resins, the American Cyanamid Co. is beginning construction of a multi-million dollar plant at Farmville, N. C. At present, Formica is distributing Flakeboard that is manufactured on the West Coast. The Formica Corp. is a unit of Cyanamid.

From sales of 5 million square feet in 1947, demand for particle board rose to 55 million square feet in 1955. Volume by 1960 is expected to top 400 million square feet in non-structural applications alone, such as furniture and underlayment for decorative laminates.

Flakeboard is processed under pressure and heat to produce a high-quality board that will be competitive with or have advantages over plywood and traditional lumber.

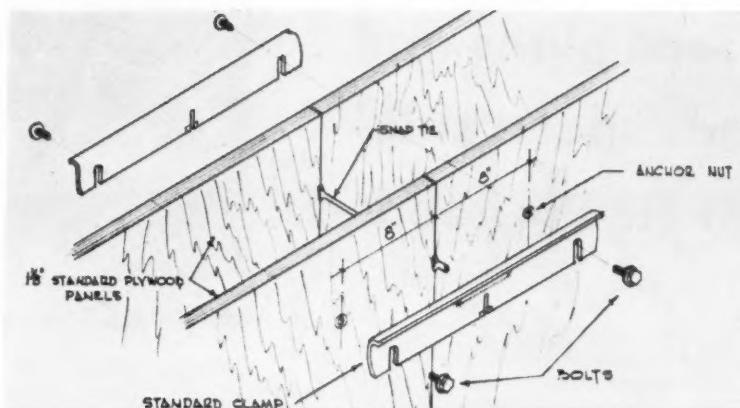
New Concrete Form System Eliminates Items, Speeds Work

THIS NEW concrete form method completely eliminates conventional studs and walers. Some contractors report form work going twice as fast with the new method. Other builders say a reduction of 50 per cent in labor costs is possible by using this new low-cost form, which consists of thick fir plywood panels and special fastenings.

The new forming technique has been developed and tested over a three-year period by Form Co., Inc. of Rockford, Ill., and has now been patented. It is designed to provide a sturdier, more easily constructed form for application on all types of industrial, commercial, and residential forming—as well as in bridges, reservoirs, culverts, and manholes.

The panels are 1½-inch exterior-type fir plywood which have been pre-drilled and pre-fitted with special, rust-resistant fastener hardware. Only DFPA grade—trademarked fir plywood is used for FormCo forms.

The panels are fitted with anchor nuts and edge-routed for form tie insert. The anchor nut is counter-



bored into the plywood, so there is no protruding surface hardware until the panels are assembled.

The formed, non-warp steel clamps hold the panels together in place of waler. They are quickly attached to the plywood at the job site by means of a cap bolt which screws into the anchor nut, FormCo reports.

Inner or outer walls may be constructed separately or simultaneously. All panels are interchangeable in the FormCo method. As the concrete sets up, bottom panels may be easily detached and used to build a wall to any height. In addition, panels may be removed at any height for easier pouring access or inspection.

Better Building for Less Money

THE CHIEF PROBLEM builders face today — how to produce a better home, yet lower building costs — is being met through greater use of Southern pine.

New techniques and ideas permit variety in design, simpler construction, and add low-maintenance costs of fine paneling. Some of these methods permit a more efficient and economical use of standard materials — clear-span trussed rafters, for example. These enable the builder to get the house under the roof quickly, reduce weather delays, and permit a more flexible floor plan. Other economies are found in wire and pipe installations.

A second cost-saving idea is the post-plank-and-beam construction. Here there are only three basic structural elements. Lumber provides both the decoration and support, yet less is needed than a conventional house would require.

The Southern Pine Assn. points out that while construction efficiency can work wonders, it is neither efficient nor economical to cut corners on quality of materials. Only grade-marked lumber assures the builder that it meets the quality standards he needs, reducing waste to a minimum.



The ageless beauty of Southern pine is demonstrated in these "old and new" scenes. At right is a Virginia home built in 1690. No finish was applied to wood, yet it is still in good condition. Above, pine paneling and beams in modern home.



DEALER NEWS

KANSAS

BURLINGAME: Remodeling of the Burlingame Lumber Co. store here has included a new paint shaker and enlargement of the paint department.

PARSONS: Fred Sponsler of McAlester, Okla., is new manager of the Long-Bell lumber yard here. He succeeded J. W. Pattinson, who plans to enter another line of work.

TOPEKA: Mrs. Franklin W. Pettit became the first woman president of the Capital City Lumber and Planing Co. She is the daughter of the late H. M. Guy Sr., president of the firm until his death in 1953. Mrs. F. W. Pettit and her husband purchased controlling interest in the lumber company from H. M. Guy Jr., former president, and the estate of the late Mrs. Hinkle M. Guy Sr. Mr. Pettit is chairman of the board. R. F. Sachs is vice-president, and J. R. Groff is secretary-treasurer. Don Long is manager.

WICHITA: Morris M. Neff Jr. of Comley-Neff Lumber Co. is program chairman for the Wichita Association of Home Builders during 1957.

EL DORADO: Robert J. Weber has been transferred from Lyons to the local yard of the J. B. Houston and Son Lumber Co.

WICHITA: Clayton W. Hargadine, credit manager of the Antrim Lumber Co. in Kansas and Oklahoma, on March 1 became assistant cashier with the First National Bank. He formerly had been with the Federal Land Bank here, and had served eight years as cashier of a bank in Mullinville, Kan.

LARNED: Don Pohlenz has been promoted from assistant manager at the local Antrim yard to manager of the Antrim Lumber Co. yard at Cordell, Okla. Wendell Dodd replaces Pohlenz here as assistant manager.

BURLINGTON: Kenneth H. Williams replaces William H. Nichols, transferred, as manager of the Long-Bell yard here. He has been with the company for eight years.

KENTUCKY

LOUISVILLE: Stuart C. Campbell Jr. began his new duties here February 1 as president of Campbell & Summerhayes, Inc. He succeeded Jesse C. Ringgenberg, retired. Campbell has served as salesman, vice-president in charge of sales and advertising, and as a member of the board of directors. He is

oldest son of one of the company's founders, the late Stuart C. Campbell Sr.

HARRODSBURG: A trash fire destroyed one warehouse and damaged two others containing building materials in the Royalty-Keightly Lumber Co. yard here. Firemen estimated the loss at \$150,000 to \$200,000. Company officials declined to confirm the estimate until after inventory.

OKLAHOMA

BROKEN ARROW: Howard Fisher, manager of Dickason-Goodman Lumber Co., is president of the Broken Arrow Chamber of Commerce for 1957. President L. K. Dickason has donated the site for a third city park. It is a proposed extension of the Arrow Heights addition in the south part of the city.

HARTSHORNE: Gene Channel, past assistant manager of the T. H. Rogers Lumber Co. in Henryetta, replaced Buddy Bibb as manager of the local Rogers yard. Bibb is now a

salesman for the Arizona Lumber Co. in Tucson.

CUSHING: Lawrence LeForce is new manager of the Stephenson Lumber Co. yard here. He had served six years with Long-Bell in Bristow.

ENID: Merl Caton, co-partner of the Akard and Caton Building Material Co., 2601 North Enid Blvd., has bought out his partner, Don Akard. The new firm will be known as the Caton Lumber Co., Inc. Akard will enter the credit bureau business in Lamarr, Colo.

GUTHRIE: After 44 years of "doing business on the same corner" here as owner and operator of the Damon Lumber Co., Chester Damon Sr. has retired. He sold his interest in the firm to Gerald and Clarabell Sharpe, who have other extensive business interests. Chester Damon Jr. will manage the lumber company for the new owners.

OKLAHOMA CITY: W. E. Cox, assistant manager of Long-Bell's retail yard No. 1 here, has chalked up 40 years at this operation. He has served since 1916 as teamster, filling orders, loading trucks, yard foreman, and assistant manager.

NORMAN: Bob R. Carter is new manager of the Long-Bell yard here. He started with the company in 1948.



SOUTHERN BUILDING SUPPLIES

"IT'S GOING TO BE THE GATE . . . WHY?"

ARKANSAS

EARLE: The Wallin-Dickey and Rich Co. lumber shed, office, and showroom here were destroyed by a \$150,000 fire. A small grass flare-up near one of the buildings apparently started the fire, according to company officials.

FAYETTEVILLE: The Crossett Lumber Co., Crossett, has expanded its retail activities to include the Kelley Bros. Lumber Co. as dealers in Fayetteville and Springdale.

BATESVILLE: The John E. Bryant and Sons Lumber Co., currently remodeling here, will have a showroom floor space of 3,000 square feet.

SOUTH CAROLINA

GREENVILLE: Charles Dempsey is new retail sales manager of the Thermal Insulation Co. here.

CHARTER OF INCORPORATION: H. J. Munnerlyn Ready-Mix Concrete Co., Bennettsville.

FLORIDA

HOLLY HILL: The Holly Hill Lumber and Plywood Co. is enlarging its facilities to manufacture roof trusses. Using the Sanford Gri-Plate system, this prefabricated truss will be distributed by the Atlantic Roof Truss Corp.

TEXAS

ARCHER CITY: The Shamburger Lumber Co. has promoted Boyce Leath, former manager here, to district sales representative. Johnny Cuba has been advanced from assistant manager to manager. Leath's district includes the area bounded by Vernon, Munster, Olney, and Burk Burnett.

GARLAND: The Simms-Moore Lumber Co., with headquarters in Carrollton, have sold their Garland yard to Elmer Gore. He had been an employee of the firm for six years.

CHILDRESS: Roy Trigg has resigned as manager of a lumber yard in Coleman to become manager of the Thaten Brothers Lumber Co. here.

GALVESTON: The Galveston Chamber of Commerce has a lumberman as vice-president. He is Robert T. Coleman, president of Waples Lumber Co.

AUSTIN: Al Ehrlich is president of the South Austin Civic Club. He is owner of the Al Ehrlich Lumber Co.

EL PASO: The Madera Lumber Co. property in South El Paso has

been sold to R. E. Cunningham, trustee, for \$199,090.

GAINESVILLE: D. J. Murphy was elected president of the Waples-Painter Lumber Co. here to succeed W. D. Harris of Marietta, Okla., deceased. Waples-Painter branch yards are operated in Denton and Marietta.

HOUSTON: Mrs. Carolina Norris Burgher is new president of the W. H. Norris Lumber Co. here. She succeeded N. C. Hoyt, retired. E. J. Bergmann was elected vice-president and treasurer after G. D. Jacob retired.

LOUISIANA

NEW ORLEANS: Jefferson Lumber and Concrete Products, Inc., headed by Joseph Albanese Jr. as president, is fulfilling its motto — "Everything to Build Anything!" — in its new building. The offices and showrooms are located at 3380 Airline Highway, at the foot of Airline-Causeway Interchange. New service is its one-stop planning center for home-owners and builders.

CHARTERS OF INCORPORATION: Norsworthy Lumber Co., Inc., Bastrop; Broussard Ready-Mix Concrete, Inc., Broussard.

NATCHITOCHES: Ed Carroll, former local lumber dealer, has joined the Howard Lumber Co. here as outside salesman. Manager Louis Helms said that Carroll will have both Natchitoches township and parish as his territory.

ALEXANDRIA: Thomas C. Brunt is a new official of the Alexandria Building Center here. He has been in the building-supply business for nine years, last with Lindsley Lumber in south Florida. He is a graduate of the Wharton School of Business and Villanova College.

MISSOURI

KANSAS CITY: Allen K. Gibbon, president of the A. K. Gibbon Lumber Co. here, is treasurer of the Carver Neighborhood Center. This is a United Campaign agency for educational, recreational, and social welfare services to Negro residents.

CARUTHERSVILLE: A \$100,000 fire gutted the Pemiscot Lumber and Supply Co.'s main lumber shed and damaged an open lumber shed and brick office building. The company also suffered a loss in 1948.

ST. LOUIS: I. E. Goldstein, president of the United Lumber Co., is a new member of the American Institute of Management.

CHARTER OF INCORPORATION: Knobnoster Lumber Co., Inc., Warrensburg.

VIRGINIA

LYNCHBURG: William W. Sweeney, Frank G. Davidson Jr. and Earl W. Wingo, trustees of Menefee-Sadler Lumber Co., Inc., here, have held a liquidation sale of more than \$30,000 of inventory.

NORTH CAROLINA

GASTONIA: The Seth Lumber Co. has been awarded a contract by the City Council to build the new \$16,-240 clubhouse at Gastonia Municipal Golf Course.

CHARTER OF INCORPORATION: Gilbert Ready Mixed Concrete Co., Inc., Statesville.

MISSISSIPPI

GULFPORT: J. G. Hogue, owner of the Hogue Lumber and Supply Co. here, has formed a partnership with C. Robert McAlister to establish a new real estate and insurance agency here, the Hogue-McAlister Agency. An estate planning system and every accredited type of real estate and insurance will be offered. McAlister is regional manager of the Gulf Life Insurance Co. of Florida.

TENNESSEE

MEMPHIS: Harry E. Hartie has succeeded K. R. Dickey, retired, as manager of the Jordan Lumber Co. here. Both men have lengthy service records with the company. Hartie — 28 years; Dickey — 33 years.

OBITUARIES

IVAN E. OMER. Retired "senior salesman" of the Harbor Sales Co., Baltimore, Md. He won NSE sales award.

JOSEPH A. RAUCH. Jewish rabbi in Louisville, Ky., and only honorary member of Kentucky R. L. D. A.

RALPH EUBANKS, 70. Co-owner of Botts-Hulme-Eubanks Lumber Co., Duncan, Okla.

WALTER THOMAS ACKERMAN, 72. President of the Ackerman Lumber and Manufacturing Co., Huntington, W. Va.

WALTER J. FELKEL, 74. Manager of the Salters mill of Sires Lumber Co., Salters, S. C.

JAMES SLAYDEN GOLSON, 60. Vice-president of Builders Supply Co., Houston, Tex.

WILLIAM ERNEST (WILL) SNOW, 75. Retired vice-president of Snow Lumber Co., High Point, N. C.

...Team up with

TRUSCON



**and go to town
on aluminum
jalousies and
awning windows**

At last! Aluminum-window quality that's backed by a famous name—Truscon. Quality you can merchandise, promote and sell.

Sell quality construction . . . features that please . . . weatherstripping that works . . . dependability you can rely on . . . a name that's known.

Benefit from full-time warehouse support . . . district-office help . . . national consumer advertising . . . dealer co-operative advertising program . . . national prestige.

Send coupon for the Truscon Aluminum Window opportunity story. Today!



TRUSCON STEEL DIVISION
REPUBLIC STEEL
Youngstown 1, Ohio
A NAME YOU CAN BUILD ON



TRUSCON STEEL DIVISION
REPUBLIC STEEL
Dept. C-3262
1050 Albert St. • Youngstown 1, Ohio

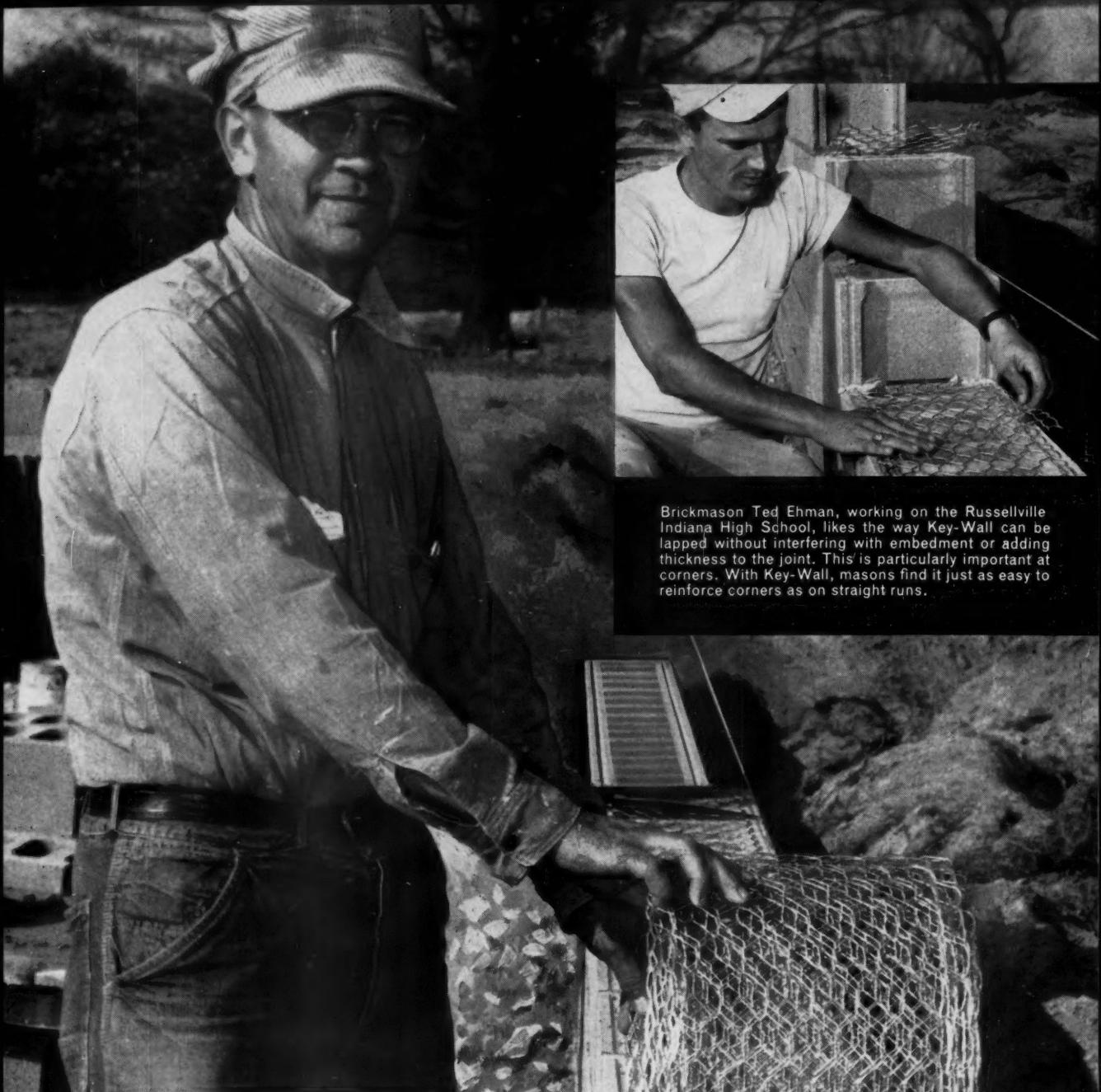
I'm interested in quality aluminum-window products.
Send me the Truscon opportunity details.

Name _____ Title _____

Firm _____

Address _____

City _____ Zone _____ State _____

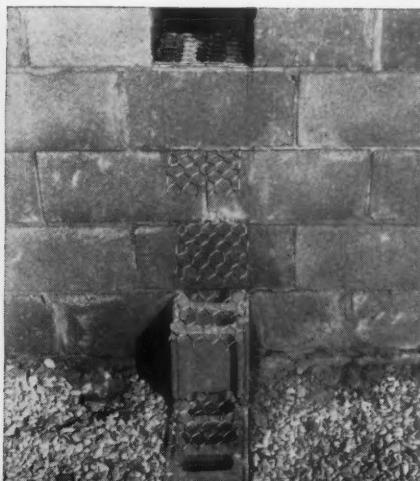
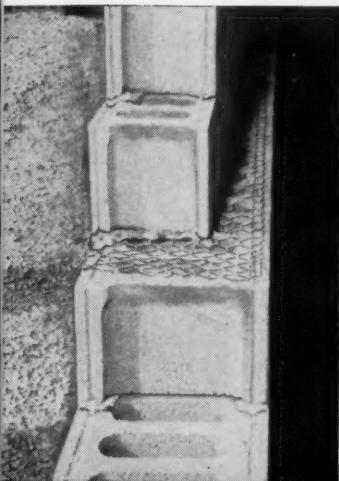


Brickmason Ted Ehman, working on the Russellville Indiana High School, likes the way Key-Wall can be lapped without interfering with embedment or adding thickness to the joint. This is particularly important at corners. With Key-Wall, masons find it just as easy to reinforce corners as on straight runs.

DEALERS:

It's so easy to sell Key-Wall because your customers really like it. Here is a typical example. You can sell more masonry reinforcement with less effort when you sell Key-Wall. Your inventory and storage problems are simple. If you haven't looked into the advantages of this product, it will pay you to do it now. Write for details.





It's so easy to lay up face brick the way Mr. Hand does it. With Key-Wall on the top course of 12" foundation units, a better mortar bed for the brick is obtained, as well as reinforcement.

Another reason Mr. Hand rates Key-Wall the best is because it is so easy to tie in curtain walls. On this job, an 8" block was tied into the outer wall, with Key-Wall being used as reinforcement at every joint. Short lengths are used for convenience.

Mr. Ehman finds that mortar flows in, under and around Key-Wall to give exceptional bonding and provide full mortar embedment. Key-Wall is galvanized for protection against weather, assuring a strong bond. It is easy to store on the job. 200-ft. rolls are compact, and can be carried with ease.

I sure like **KEY-WALL** galvanized masonry reinforcement

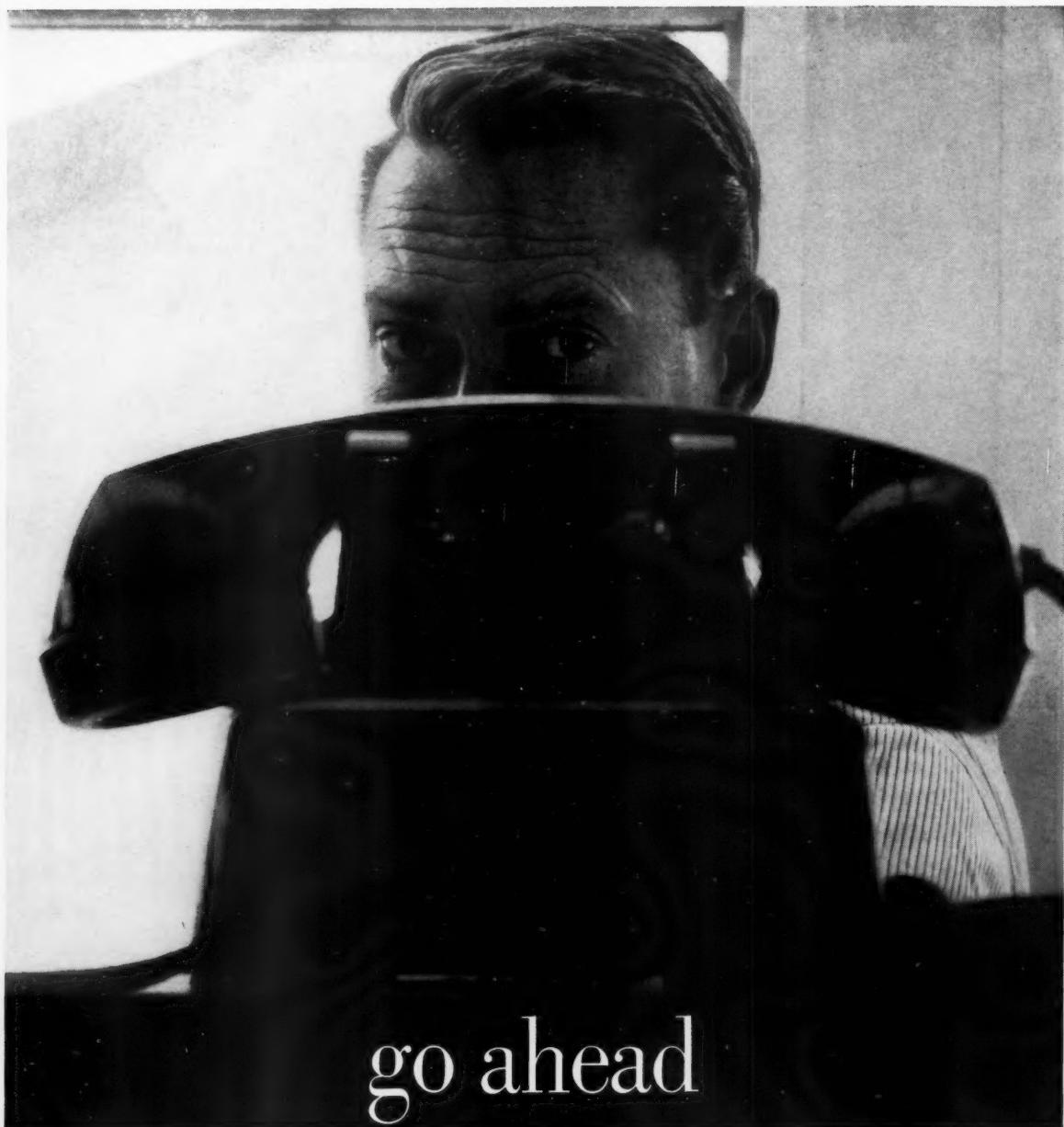
says Lamoin Hand, Jr., partner in the Cutshall Construction Company of Akron, Ind. "As a contractor and journeyman bricklayer, I like Key-Wall the best. The rolls are easy to handle. They can be stored any place without rusting. They take very little space on the job. Besides, I can put Key-Wall in every

other joint instead of every third or fourth joint and build a better wall. For example, on the Russellville, Indiana High School, we used Key-Wall on every other course rather than every third course as specified for other reinforcements. I like Key-Wall, and so do my men."

AND HERE ARE OTHER ADVANTAGES OF KEY-WALL:

- It rolls out in 200 ft. lengths without joints • It's so easy to cut and fit, easy to handle • You get effective resistance to cracks • You get increased lateral wall strength • You save on material cost
- You save on handling and storage

KEystone STEEL & WIRE COMPANY
PEORIA 7, ILLINOIS



go ahead
CALL!

the fastest cure for worry about cancer: a call to your doctor now!

Scared? You shouldn't be! Look at it this way. The average man who walks into the doctor's office walks out floating. That lump that was so frightening . . . nothing to worry about at all! The sky's bluer, the air's sweeter, it's a great big beautiful day . . . because he picked up that phone and called!

It happens all the time. It can happen to you. "Sure," you say, "but just supposing" . . . OK. Let's look at the facts. In past years, we were

saving 1 out of 4 cancer patients. Today, we're saving 1 in 3. And the odds could get better still . . . if people would call their doctors in time!

So go ahead...call. See your doctor now. And after your checkup—how about a check for the American Cancer Society? Every dollar sends us further along the road to cure. And when that happens . . . it's going to be a wonderful day for us all! Send your check to "Cancer" in care of your local Post Office.

HOO-HOO Activities

VIRGINIA: Richmond Hoo-Hoo Club No. 123 garnered much newspaper publicity and more good will by sponsoring the local poster contest on "Keep Virginia Green" for the state promoter, Virginia Forests, Inc. Hoo-Hoo members under the leadership of Vice-President Craige Ruffin passed out 1,000 four-color book covers in an elementary school and 2,000 in a high school. These covers promoted forest conservation and the poster contest, for which the theme was "Trees Are Useful — Plant More Trees." . . . **Appalachian Club of Virginia No. 169**, at a January meeting in the Oasis Restaurant, witnessed the color movie on "Operation Profit." It showed how lumbermen cut costs with fork-lift trucks.

FLORIDA: "Human Relations in

the World Today" were evaluated for **Tampa Cats** at their February 11 meeting in the Elks Hall. The speaker was an industrial psychologist, Dr. Robert E. Schaeffer. . . . Over 50 members and wives attended the Ladies' Night dinner of **St. Petersburg Hoo-Hoo Club No. 64** on February 14. P.P. Henry McWhorter smoked the steaks for this Police Pistol Club outing.

NATION'S CAPITAL: Douglas Steinberg, NLMA public relations director, on February 20 showed **Washington Cats** better ways for "Lumber Promotion."

Atlantans Ready for Hoo-Hoo Convention

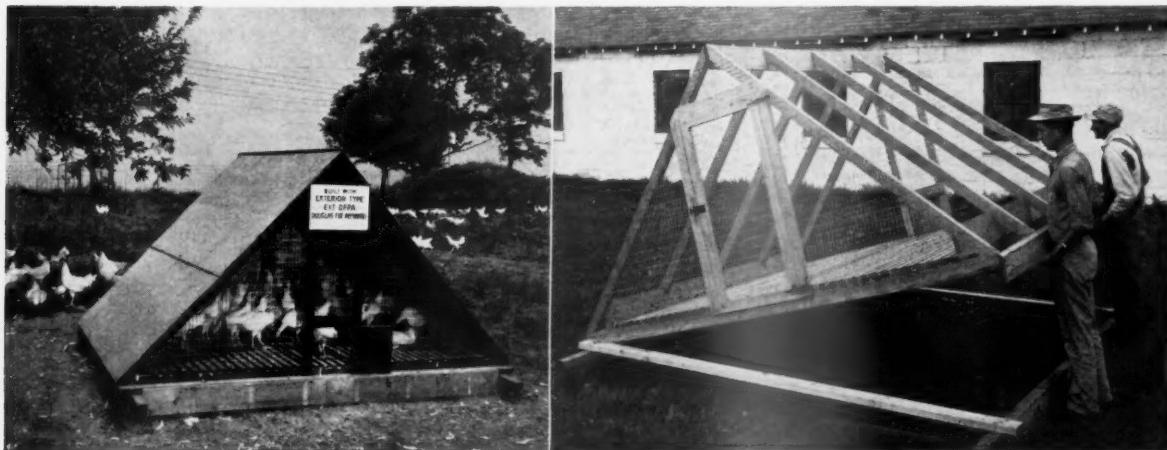
"You'all come!" is the Southern invitation to Cats throughout the world from the Atlanta club hosts to the 66th annual convention of the International Concatenated Order of Hoo-Hoo. It will be held at Atlanta's Dinkler Plaza Hotel, September 16-18.

Social highlights being planned for the conclave of lumbermen include a Southern brunch, Dixie barbecue and square dance, and "A Night at Tara" — flashback to the "Gone With the Wind" atmosphere.

Officers and committee chairmen are meeting monthly to perfect plans that will make this Hoo-Hoo convention "the most memorable yet," according to Sam E. Houston Jr., general chairman. Bill Shreve and Charles West are the co-chairmen; Donald L. Moore, secretary, and Jerome Zimmerman, treasurer.

Committee co-chairmen include: Finance, Zimmerman and Frank G. Lake; Reservations and Registration, Ross Hanahan and George Lindley; Program, Don Maffett and B. P. Reeves; Promotion, Douglas Pryne and J. W. (Bill) Zuber; Transportation, Tom Carmichael and J. R. Caloway Jr.; Arrangements, H. B. Watson and Ed Taylor Jr.; Entertainment, Edward Addison and Charles Huckleberry; Concatenation, Edgar C. Hill and Howard B. Sikes; and Special Events, Jack Hubert.

Wholesaler Benson Jones is president of Atlanta Hoo-Hoo Club No. 1.



Low-Cost Poultry Shelter Developed at West Virginia University

A LOW-COST, completely weather-proofed poultry range shelter has been developed through the cooperative efforts of T. B. Clark, poultry department manager of the West Virginia University Agricultural Experiment Station, and the Douglas Fir Plywood Assn.

The framework for this "A-Type" poultry shelter is seen at right in photos above. It provides a floor area of 10 x 8 feet—and is mounted on 3x6-inch skids. The roof consists of four panels of $\frac{1}{2}$ -inch exterior type fir plywood. At the center it is about 4 feet high.

One of the two prototype poultry shelters is seen in left photo. It has effectively withstood the testing of two years. The only difference in

the two shelters was that one was painted with a creosote-type coating, but the other was not.

The fir plywood has withstood the exposure to rain, snow, and sun extremely well, according to Poultreyman Clark. All panels were intact, although the creosote shelter was in slightly better shape at the end of the two-year test period.

The shelter is mounted on 3" x 6" skids, 7'10" long.

Five 2x4's serve as floor joists, spaced out evenly across the skids. The 10' joists are braced by allowing them to overhang the skids on both sides by three inches. This leaves a place for a 2" x 3" bracing piece nailed to the outside edge of each skid and the underside of

the overhang of the joists.

Across the joists and parallel to the skids, 1" x 1½" wood nailers, spaced about 1" apart, are nailed to provide the floor.

Rafters are 2x4's springing from the side toward a 1" x 6" center ridge board.

The surfacing of the roof requires only four 4' x 8' panels of $\frac{1}{4}$ " exterior-type fir plywood. Panels are lapped 3" and require no finish roofing.

The shelter has a full-size door in the front. A small door at rear provides access for the birds.

Complete plans are available without charge by writing Douglas Fir Plywood Association, Dept. SBS, Tacoma 2, Wash.

PRODUCT PARADE



HOME SWIMMING POOL

Movie mermaid Esther Williams sponsors an all-concrete home swimming pool in three sizes. The medium model is 18' x 36' with depth grades from 3' to the 7½' deep-end diving bowl. Its short wall design offers faster installation with greater resistance to ground pressures.

Designed by International Swimming Pool Corp., Dept. SBS, 15 Court Street, White Plains, N. Y., the pool has an automatic filter which continually recirculates clear, clean water. You fill the pool once—a chemicals pak keeps water free from bacteria and algae.

A stainless steel ladder, fiber-glass diving board, pool cover, and cleaning equipment are included.

Write P97 on coupon on page 73.

STEEL SIDING CORNERS

Shakertown all-steel "Jiffy Corners" save time in applying cedar-shake siding because they eliminate cutting, planing or sawing. The tool used is a hammer. Manufacturer is the Perma Products Co., Dept. SBS, Kinsman Road, Cleveland 22, Ohio.

The outer surfaces of the corners are die-fluted to match the striations of shales. They are colored to match the 12 colors in the Shakertown Shake and Glumac line. They come plain for use with other shales.

Write P131 on coupon on page 73.



NYLON ANCHORS

The Novasep Nylon Anchor is a new type of fastener. The anchors are said to attach almost anything to any material. Available with round, flange, or flat, countersunk-type heads, they may be installed with drill and hammer. Each unit, complete with a brass nail, is made of 100% virgin nylon.

The standard size Novasep Anchor is 1" long and ¼" in diameter, but special sizes—especially with a 3/16" diameter—are available.

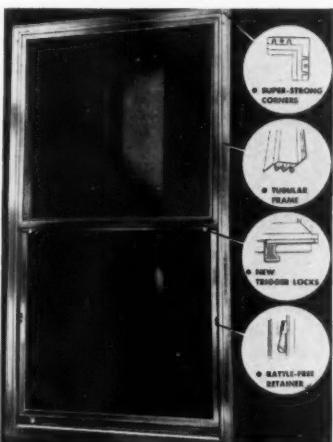
According to the manufacturer, the anchors will not rust, corrode or loosen in a lifetime. They are made by the Nova Sales Co., Dept. SBS, Trenton 3, N. J.

A display board, demonstrator, and literature are included in a complete merchandising program for dealers.

Write P98 on coupon on page 73.

3-WAY STORM WINDOW

The new "Triple-Matic" aluminum storm window has a master frame of heavy-walled hollow-tube extrusion which is said to provide increased strength and service life.



The triple-track windows with tilt and swivel panels are completely assembled prior to installation. Manufacturers are Keystone Alloys Company, Dept. SBS, Derry, Pa.

Other design features include easy-to-use trigger locks for raising, lowering, and locking panels; retainer locks which prevent panel rattle, and extra-strong reinforced corner construction.

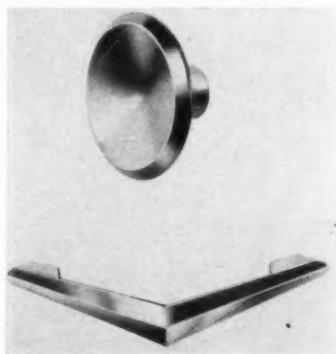
Sill drainage is provided by a keyed sill section. A finger space

at the sill prevents finger pinching when lowering the top panel. Tongue and groove bottom assemblies provide a perfect weather seal.

Write P99 on coupon on page 73.

"V" PULLS, KNOBS

These modern design die-cast "V" shaped pulls and beveled edge knobs are available from the Penn-Akron Hardware Corp., Dept. SBS, Woodside 77, N. Y.



Both pulls and knobs are available in eight finishes — mirror-chrome, satin chrome, polished copper, satin copper, black, polished brass, satin brass, and satin bronze. Beveled edge, concave, and flat back plates for the knobs also are available in these finishes.

Write P100 on coupon on page 73.

HARDBOARD PANELING

New pattern of Oregonbord textured hardboard paneling is Surfa-tex. This is a ripple-pattern blond hardboard for use on interior and exterior walls, sliding doors, and furniture facings. The panels are 4' x 8' in ¼" and ½" thicknesses, tempered or standard finish. Surfa-tex is made by the Chapman Manufacturing Co., Dept. SBS, Corvallis, Ore.

The hardboard texture is "molded



New WEPCO Plant Increases Production on Duo-Matic Duo-Dor & Kangaroo

Another giant step ahead for WEPCO! Our ultra-modern Litchfield, Illinois plant is now in operation. With over 250,000 sq. ft. of space, plus the very latest and finest equipment, we're stepping up production, speeding up delivery, assuring the highest standards of quality.

Remember, WEPCO goes all out to boost your sales with the industry's most liberal co-op ad allowance...national advertising...and a complete line of promotional aids.



up the weather-proof co.

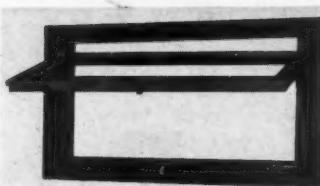
SALES OFFICES: 1407 E. 40th St., Cleveland 3, Ohio
Convenient shipping points throughout the country

Mfrs. of Duo-Matic Aluminum Combination
Windows; Duo-Dor, Duo-Deluxe and Kangaroo
Aluminum Combination Doors; Wepco Aluminum
Awnings and Door Canopies; Trax-Wax.

more news to crow about...
**NEXT MONTH...
NEW PRODUCTS
NEW LOW PRICES**

in"—rather than scratched out. This process helps maintain the product's structural strength with a smooth, unbroken finish, and makes it easy to paint as a flat surface or install where a moisture problem exists, according to the manufacturer.

Write P101 on coupon on page 73.



WOOD WINDOW

Southern Sash Sales and Supply Co., Inc., Dept. SBS, Sheffield, Ala., announces a new wood window, the Sashco Flexatwin. It may be installed as either an awning or a casement sash. The Flexatwin is made of

Grade "A" vertical grain Douglas fir, with mortise and tenon joints, and water groove.

Three types of hardware are offered: roto operator, push bar, and pin latch. Continuous metal compression striping is used for the vented sash.

Operating vents of the window

open to 90 degrees for cleaning ease and maximum ventilation.

Write P102 on coupon on page 73.

PLYWOOD WALL PANELING

Mark 16 Panels is the trade-name for a new plastic-finished hardwood plywood paneling for interior walls now in production at Nickey Bros., Inc., Dept. SBS, 2700 Summer Avenue, Memphis, Tenn.

The $\frac{1}{4}$ " thick panels, 16" wide by 8' long, are factory-finished with a transparent, vinyl plastic film. The result, it is said, is a marproof surface and a durable finish which requires no waxing.

Seven woods are offered: plain sliced red oak, plain sliced white oak, rift cut white oak, plain sliced walnut, light ribbon-stripe Philippine mahogany, dark ribbon-stripe Philippine mahogany, and natural birch.

Write P103 on coupon on page 73.

ALL-PURPOSE DRILL

An all-purpose drill for use on wood, rock, plaster, or soil is announced by the McCulloch Motors Corp., Dept. SBS, 6109 West Century Boulevard, Los Angeles 45, Calif.

The drill is especially useful for such jobs as stump blasting, line-work, boom logging, rock and steel drilling, tree tapping.

Available in an assortment of sizes, the tool has a power unit that can drive drills 3" in diameter. It weighs only 25 pounds.

Write P104 on coupon on page 73.

FIBERGLASS "STONE"

A new substitute for natural stone, Terra Stone is made of fiber-glass and colored with stone pigments. Lightweight and resistant to impact, it will not fade, crack, warp or chip, according to the manufacturer, Terra Stone, Inc., Dept. SBS, 3550 Lombard Avenue, Franklin Park, Ill.

Terra Stone is used for fireplaces, room dividers, planters, and other



ALABAMA's 4-A Packaging Preferred by Profit Minded Dealers

You can increase your profits by reducing costs . . . and that's where ALABAMA's 4-A Packaging comes in! For instance, ALABAMA's Smoothedge Cornalath comes in sturdy wood packages—designed to fully protect this 4-A Quality Product in shipping, handling and warehousing. Customers are always satisfied and costly damage claims eliminated.

Further, ALABAMA's wood package handles easier with fork lift equipment . . . stacks higher and neater, conserving valuable warehouse space!

Yes, ALABAMA's superior packaging is designed to save you money . . . are you taking advantage of it?

ALABAMA
Metal Lath Company

3245 Fayette Ave.
P. O. Box 992
Birmingham, Ala.



YOUR SALES COME
MORE EASILY...
VOLUME IS
BIGGER... PROFITS BETTER
WITH TODAY'S

BIG NAME IN ROOFING

ADVERTISED IN

LIFE

as seen in

**Better Homes
and Gardens**

AS ADVERTISED IN

**NEW
HOMES
GUIDE**

AS ADVERTISED IN

**Sunset
MAGAZINE**

from
cradle
to college...

\$100,000 Spring Promotion Builds Business FOR YOU!

Every needed selling tool is put into your hands by FRY—starting with the product itself, the ONLY roofing that can truthfully claim: "20 years without one blistered shingle or a single roof failure." And that claim is backed by a 20-Year FULL VALUE Bond, an added advantage that no competitor offers.

Activating this proved product superiority—putting it to work for *you*, RIGHT NOW—Fry launches its Spring promotion, at the height of your Spring selling season. More than \$100,000 will go into power-packed national advertisements, direct mail pieces, display pieces, etc., this spring alone! *More*—as '57 marches on!

A POWER-PACKED ARSENAL OF PROMOTIONAL MATERIAL AT YOUR DISPOSAL

If you are already a Fry dealer, watch your mail for detailed announcement of available materials and Order Blank that can launch the most successful selling season in your history.

If you do not yet handle FRY Roofing, contact your Fry distributor or our general offices... TODAY! It can prove the best money-making move you ever made!



DEALER IMPRINT

JOB SIGNS

DIRECT MAIL



4-COLOR BOOKLETS



DISPLAY BOARDS



BOND
BANNERS



4-COLOR
BOOKLETS

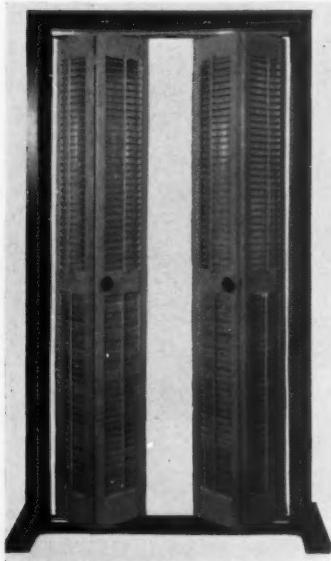
World's Largest Manufacturer of Asphalt Roofing and Allied Products

LLOYD A. FRY ROOFING CO. • 5818 ARCHER ROAD, SUMMIT (Argo P.O.), ILLINOIS

interior surfaces. It is claimed that this fiber-glass product requires no foundation and can be applied to these surfaces: wood, plaster, wall-paper, brick, concrete, cinder or cement block, and old worn stone.

Terra Stone's patterns include "Indiana Limestone Gray" and "Colorado Sierra Blend."

Write P105 on coupon on page 73.



FOLDING WOOD DOORS

The "Wing-Line Shutterfold Door" is a new-type folding door with movable shutters for openings between rooms, hallway doors, and closets. Two-panel doors fit 2'0" and 2'8" openings. Four-panel doors fit openings from 2'8" to 5'4".

Accurate fit for any width is obtained by trimming stiles of these doors, which are made by the Sam A. Wing Co., Inc., Dept. SBS, 5035 Willis Avenue, Dallas, Tex. The doors are installed with overhead track, pivot hangers, and hinges.

Convenient and space-saving, Shutterfold doors combine decorative-ness with quick control of light, privacy, and ventilation.

Write P106 on coupon on page 73.

PLASTIC RAIN GUTTER

Permadrain is said to be the first plastic rain gutter, reinforced with fiber-glass. It is made by Permanent Products, Inc., Dept. SBS, 102 West Fairfield Avenue, St. Paul 1, Minn.

Said to be stronger than steel, the Permadrain gutters and downspouts have a permanent color, never need painting. They are easily installed and last a lifetime.

Write P107 on coupon on page 73.

FLOOR EXTENSION CORD

Electriduct is a new "over-the-floor" extension cord for convenient location of home appliances and office machines. It is made by CMG Industries, Inc., Dept. SBS, 615 South Second, Laramie, Wyo. It is easy to lay because it requires no tools or special materials.

Electriduct is made of pure rubber and is rated 15 amperes at 125 volts. Said to be stumble-proof and electrically safe, Electriduct comes in ready-to-use lengths of 4', 5', 6' and 10'.

Write P108 on coupon on page 73.

PIPE INSULATION

Kaytherm, a wide-temperature-range molded insulation for use on steam and heated-process piping, is introduced by the Keasbey and Mattison Co., Dept. SBS, Ambler, Pa.

Produced in half-cylindrical sections and segments 36" long, Kaytherm is easily installed with encircling metal bands. The insulation is easily cut and worked with ordinary tools.

Kaytherm is chemically inert and flame-resistant. Its compressive strength permits it to be laid over irregular shapes, bolts, and depressions.

Write P109 on coupon on page 73.



BUILT-IN RANGE

Thermador Bilt-in electric ovens and cooking tops offer such conveniences as a super-fast element that flashes to full heat in 26 seconds and elements that lift up for easy cleaning, as shown in insert. They are made by the Norris-Thermador Corp., Dept. SBS, 5215 South Boyle Avenue, Los Angeles 58, Calif.

Some models have a giant middle griddle, as shown in photo above, controlled to offer many heats for versatile use. The line includes eight cooking tops in all, plus cooler ovens to be placed at convenient height.

Write P111 on coupon on page 73.

VERSATILE WINDOW CLAMP

Snap-Clip is a new fastener developed by Zegers, Inc., Dept. SBS, 8090 S. Chicago Avenue, Chicago 17, Ill., to permit the snap-in, snap-out removal or replacement of the wood window sash or the combination Dura-seal sash balance and weather-strip at any time during home construction.

The metal clip is pre-installed on both sides of the window frame—at top and bottom. It allows the entire unit to be snapped in or out of the frame in one simple operation.

Snap-Clip helps to align the jamb weatherstrip properly in the frame. It also provides position clearance for installing at inside stops.

Write P112 on coupon on page 73.



SLIDE-LOAD FORK-LIFT

The Baker-Raulang Co., Dept. SBS, Box 5579, Cleveland 1, Ohio, announces a 6,000-pound-capacity side-loading fork-lift truck. This is a smaller model of the T-10A Trave-loader with 10,000-pound capacity.

With a width of only 76", the new T-6 fork-lift requires scarcely wider aisles, as aisle width is determined by width, not length, of the truck. Standard lift height is 144", and turning radius is 20'.

Write P113 on coupon on page 73.

SOLD BY



ON THE AIR

Sold in your store by this display

Morning, noon and night, famous TV stars and shows are working for you, the lumber dealer—selling YOU as the source of two important home building products: Balsam-Wool and Nu-Wood. And every working day, these big store displays can *pre-sell* your customers, too. The displays are part of one of the biggest sales promotions of its kind ever launched on network TV.

NU-WOOD acoustical tile

Here's a display that helps you sell *sound conditioning*—a must for today's homes. In a new, convenient carry-out and easy-to-open package, Nu-Wood random drilled acoustical tile fills a vital home need: *it takes the nuisance out of noise*. This insulation board tile has a pre-decorated surface in a Sta-Lite finish that actually stays white.

It's not too late to tie in — if you act now!

Now, while the big Balsam-Wool® and Nu-Wood® TV promotion is still young, is the time to reap the benefit. Wood Conversion Company provides you with everything you need to sell: Window and store displays, banners, special tie-in literature and newspaper ads, local TV spot announcements.

PLUS consumer and builder magazine advertising and proved plans for your customer yard-meetings. Don't miss this opportunity to tie in. See your Wood Conversion Company salesman or write us. Wood Conversion Company, Dept. 131-37, First National Bank Building, St. Paul 1, Minnesota.



NU-WOOD®

acoustical and decorative tile
sold by lumber dealers

Sales roll on...

with **CANNON BALL**
DOOR TRACK AND HANGERS



available
through your
distributor



Model 1068D



Model 1082D

Members of the famous Starline family of Door Hardware. AND SALES are growing every year. So cash in. See your distributor now.

Cannon Ball Track and Self-Oiling Hangers are Guaranteed for the Life of the Building. Doors always work smooth and easy. Ask your distributor.

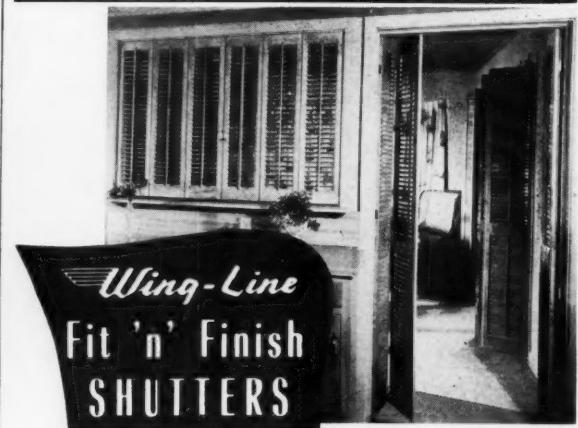


Model 1088



Copyright 1957 Starline, Inc. SELF-CLEANING DOOR TRACK

STARLINE, INC., HARVARD, ILLINOIS
(FORMERLY MUNT, HELM & FERRIS)
Dependable Door Hardware & Barn Equipment since 1883



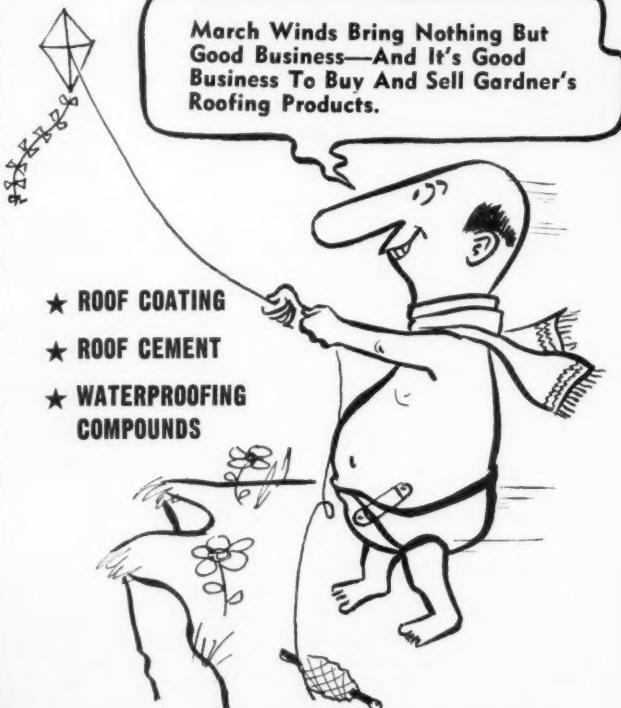
Wing-Line
Fit 'n' Finish
SHUTTERS

As more and more buyers are choosing interior shutters, the profitable line for dealers is proving to be Wing-Line Fit 'n' Finish. Any size of shutter installation for windows, doors, screens and room dividers, can be made from stock panels, ready to stain or paint. Complete hardware kits available.

FREE SHUTTER DISPLAY

...with purchase of 20 most frequently used assortment Fit 'n' Finish shutter panels. Retail value of shutters and hardware kits \$146.75. Your cost only \$94.50, with this attractive "Sales Scenter" Display FREE. Complete instructions with each order. ORDER TODAY!

The Sam A. Wing Company, Inc.
5035 Willis Ave. Dallas 6, Texas



GARDNER ASPHALT PRODUCTS CO.
P. O. Box 5775
Tampa 5, Fla.



HARGRAVE

THE MOST COMPLETE LINE
Individually Power-Tested



WRITE FOR FREE CATALOG

Showing a Clamp for every purpose, openings from $\frac{3}{4}$ " to 12" and depths from $1\frac{1}{16}$ " to 16", also Chisels, Punches, Masonry Drills, Gasket Cutters, Brace Wrenches, File Cleaners, etc.

There is an Industrial Distributor Stock Near You

THE CINCINNATI TOOL COMPANY
2006 Waverly Avenue, Cincinnati 12, Ohio



THIS CONCRETE WAS "FOR THE BIRDS"

BUT—IT CAN BE MADE SMOOTH QUICKLY,
EASILY AND INEXPENSIVELY with

Camp's Latex Concrete

REPAIR — TOPPING — WELDING

REVOLUTIONIZES cement and masonry repairs—
ELIMINATES the CHIPPING or ROUGHENING,
PRIMING and CURING that are necessary
with ordinary cement patching materials.
What's more, it is applied as THIN as $\frac{1}{8}$ " or
more than $\frac{1}{2}$ " whatever thickness needed.

Saves contractors, home owners, farmers,
maintenance men hundreds of dollars in
concrete replacement and repairs.

INCREASE YOUR SALES-DOLLAR VOLUME

INSTANTLY with Late Concrete

REPAIR AND TOPPING IN THESE 3 SIZES
a terrific seller in the "Fix-It-Yourself" market!

SMALL KIT — 8 lbs.
(sufficient to repair 50 to
150 ft. of average cracks)
LIST PRICE \$2.95

LARGE KIT — 14 lbs.
(double size) \$4.95
LIST PRICE \$4.95

BOTH KITS include powder mix, liquid rubber latex and a trowel.
See your wholesale supplier or write today for complete information.
Prices are F.O.B. Chicago.

The **CAMP COMPANY**, Inc. Dept. SB37 6958 South State Street
OVER 21 YEARS OF CONTINUOUS SERVICE

*The finest in
glass...*

PLATE

*The finest in
REDWOOD*



NOYO REDWOOD is backed by three-quarters of a century's experience of Union Lumber Company, dedicated to a policy of perpetual timber supply, finest workmanship, and satisfied customers. When Redwood specifications call for the finest—

- Certified Dry
- Vertical Grain
- Precision Milled

— Make sure your order goes to Union Lumber Company with completely modernized mills and equipment.

MIXED CARS

Careful, efficient handling of your order—service that keeps true "once a Noyo Dealer—always."

UNION LUMBER COMPANY

TREE FARMERS AND
MANUFACTURERS

FORT BRAGG CALIFORNIA

San Francisco
Los Angeles
Park Ridge, Ill.
New York

SALES REPRESENTATIVES
THROUGHOUT THE NATION

Member California Redwood Association

PRODUCT BRIEFS

ALUMINUM GRAVEL STOP. An improved aluminum gravel stop that features increased watertightness is offered by the Aluminum Co. of America, Dept. SBS, 1501 Alcoa Building, Pittsburgh 19, Pa. The gravel stops have extruded aluminum members to eliminate wavy lines. Except for expansion joints, the protective cover plates are all concealed.

Write P114 on coupon on page 73.

ADJUSTABLE DOORJACK. The Freeman doorjack is an aluminum casting with two adjustable wing nuts for fitting any thickness of door in seconds. It weighs 2 lbs., folds flat for storage, and holds wood doors for mortising and fitting. The doorjack has rubber feet which hold on any type floor, according to the Freeman Doorjack Co., Dept. SBS, Painesville, Ohio.

Write P115 on coupon on page 73.

HAMMER - DRIVE RIVETS. Star Pin-Grip expansion rivets fasten metal to metal or metal to wood with ordinary hammer. They hold fast, absorb tension, shocks and vibrations. Installed from one side of material only, Star Pin-Grips come in range of diameters and grip-lengths, in both round and flush heads. Star Expansion, Dept. SBS, 142 Liberty Street, New York 6, N. Y.

Write P116 on coupon on page 73.

NEW LOCKSET DESIGNS. Creation of two new cylindrical locksets, "Chalice" and "Melody," is announced by the P & F Corbin Division of the American Hardware Corp., Dept. SBS, New Britain, Conn. Both models are specifically designed for modern residential, commercial, and institutional buildings. These locksets introduce exclusive knob and rose designs and feature comfortable-grip knobs. They come in cast brass, bronze, or aluminum.

Write P117 on coupon on page 73.

CORK BRICK. The Dodge Cork Co., Inc., Dept. SBS, Lancaster, Pa., announces a complete line of cork brick, suitable for both home and commercial use. With a true brick texture, Cork Brick is lightweight and easily applied to all type walls. Individual bricks are 12" long, 2" wide, and $\frac{3}{8}$ " thick and come in four distinctive colors.

Write P118 on coupon on page 73.

TOILET SEATS. A new line of low-silhouette commode seats is available from the Swedish Crucible Steel Co., Plastics Division, Dept. SBS, 8801 Conant, Detroit 11, Mich. It includes solid plastic Olsonite (Nos. 40 and 44) in 35 plain or pearl-

escent colors, No. 30 in white only, and No. 140 in marbleized colors. These seats have no applied finishes to chip or peel—nor joints or seams to split or pinch.

Write P119 on coupon on page 73.

HARDENED MASONRY DRILL. The dust-removing worm of Termite rotary masonry drills is hardened by the Nitriding process. This increases the tool's life up to 500%, according to tests of the Termite Drills, Inc., Dept. SBS, 99 N. Lotus Avenue, Pasadena, Calif. Standard diameters are from 3/16" to 5". Drills up to 8" diameter are available on special order. Lengths are up to 36'.

Write P120 on coupon on page 73.

STRONGER PLASTIC PANELS. Security Junior plastic panels are glass fiber-reinforced, with embedded aluminum or steel diamond mesh. For decorative treatment of interiors and exteriors, the panels offer security for fenestrations and personnel around machinery. The panels come in 8' and 10' lengths and widths of 1', 2', 3', or 4'. Colors are clear, ice blue, pale green, yellow, sky blue, and coral. The Resolute Corp., Dept. SBS, Zelienople, Pa.

Write P121 on coupon on page 73.

DUAL - ACTION DOOR CATCH. Extra-strong magnetic pull and "floating action" give firm closure in an Amerock door catch. The reversible magnet and extra-long screw slots make this catch easy to install on all types of cabinet door and furniture, according to the Amerock Corp., Dept. SBS, Rockford, Ill. The catch is designed to last a lifetime, having no wearing parts.

Write P122 on coupon on page 73.

BATHROOM ACCESSORY. The Hide-A-Way douche kit is recessed into (flat with) the wall. Made of plastic in white, soft blue, or pink, the douche kit is 7 1/2 x 10" and 3 1/2" deep. Sea Chrome, Inc., Dept. SBS, 1032 S. Gerhart Avenue, Los Angeles 22, Calif.

Write P123 on coupon on page 73.

FOR MORE INFORMATION on the new products briefly described here, just fill in and mail the handy coupon on page 73 of this S-B-S. Be sure to include numbers of all items wanted — and your complete company mail address.

WASTE DISPOSAL UNIT. The plumbing and heating division of American-Standard, Dept. SBS, 40 West 40th Street, New York 18, N. Y., has introduced a compact food waste disposer. A new grinding principle eliminates measuring loads or waiting for batches to clear the grinding chamber. This compact unit is readily fitted to any type of sink with standard 3 1/2" strainer fitting and 1 1/2" drain.

Write P124 on coupon on page 73.

LONG-LENGTH GUTTER. Gutter measuring 20', 25', 30', and 32' is offered by the Berger Division of the Republic Steel Corp., Dept. SBS, Canton, Ohio. The "K" gutters are made in both 10" and 12" girths, and 26 and 28-gauge thicknesses. A single section can be hung to serve an entire house width, saving measuring, fitting, and installation time.

Write P125 on coupon on page 73.

HOUSE - NUMBER GRILLE. The Westmoreland "clip-on" house number bracket makes addresses easy to locate. White numbers snap into the background which has a black, wrinkle finish. Numbers and bracket will fit most any front door grille. Westmoreland Metal Manufacturing Co., Dept. SBS, Milnor Street and Bleigh Avenue, Philadelphia 35, Pa.

Write P126 on coupon on page 73.

FRONT END-LOADERS. Superior front-end loaders have strong "pry-out" action for heavy or frozen loads, and can be mounted on most low silhouette four-wheel industrial tractors. Superior Equipment Division, Dept. SBS, P. O. Box 341, Wheeling, Ill.

Write P127 on coupon on page 73.

LAWN SPRINKLERS. Wayne Home Equipment, Dept. SBS, 901 Glasgow Avenue, Fort Wayne 4, Ind., offer six types of sprinklers for home and commercial use. They are engineered for maximum control "water where you want it."

Write P128 on coupon on page 73.

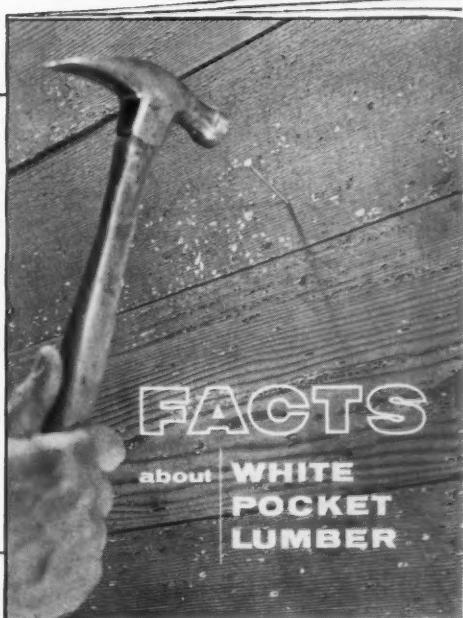
WATER HEATER. The Ascot "mighty midget" water heater is only 43" high and 14" wide, yet puts out as much as 120 gallons of hot water per hour. It operates economically from natural, manufactured, or liquified petroleum gas. Southern Heater Co., Inc., Dept. SBS, 844 Baronne Street, New Orleans, La.

Write P129 on coupon on page 73.

MAGNETIC LATCH. The Klee magnet latch has a permanent magnet that holds a door shut with 20 pounds of force, yet is easily released. No mechanical connection is needed between door and jamb. Used on any storm or screen door, the latch can be locked by a slight turn of the inside handle. Klee Manufacturing Co., Dept. SBS, 131 West 75th Street, Chicago 20, Ill.

Write P130 on coupon on page 73.

WHAT YOU SHOULD KNOW about WHITE POCKET LUMBER



WEST COAST LUMBERMEN'S ASSOCIATION

DOUGLAS FIR • WESTERN RED CEDAR
WEST COAST HEMLOCK • SITKA SPRUCE

- 1** White pocket—or white speck, as it is sometimes called—is caused by a fungus which dies when the tree is sawn into lumber.
- 2** White pocket has never been known to grow or spread in lumber.
- 3** White pocket is no more harmful than any other characteristic permitted in a particular grade of lumber.
- 4** White pocket is found primarily in old-growth timber. Most pieces containing it are high-line pieces.

NEW FULL-COLOR BOOKLET!

The latest information on white pocket lumber is now available in an 8-page booklet. Facts and reports by the United States Forest Products Laboratory furnish a background for full color photographs illustrating recommended uses for this lumber. Mail coupon below for your free copy.

WEST COAST LUMBERMEN'S ASSOCIATION
1410 S. W. Morrison, Portland 5, Oregon

Please send your free booklet "Facts on White Pocket Lumber" to:

Name _____

Address _____

City _____ Zone _____ State _____

Any way you look at it...

CHENEY STUDS

building
are in the  picture



**... so be sure
this registered trademark*
is on every stud you buy.**

* TRADEMARK REGISTERED
U. S. PATENT OFFICE

-  RED END WAX SEALED
-  ANTI-STAIN TREATED
-  PRECISION TRIMMED
-  EASED EDGES
-  WCLB GRADE MARKED
-  ATTRACTIVE YARD PILES
-  PREMIUM QUALITY



Originators
of the
eight foot stud

CHENEY Lumber Company

General Sales Offices:

424 Tacoma Building, Tacoma 2, Washington

Telephone FULTon 2424 Teletype 024



"This is My Big Seller!"

"My customers ask for Orangeburg Pipe by *brand name* because they have confidence in its quality. They've seen it advertised in magazines like Life, Better Homes & Garden, American Home, the Farm Journal and many others. What's more, they know that Orangeburg meets modern building standards which call for speed, quality and low cost."

Here's why: Orangeburg Root-Proof Pipe comes in long, 8-foot lengths that install fast and cut costs. Its famous Taperweld Joints seal root-proof with a few hammer taps and the material is so tough and resilient it lasts for years. Over 200,000,000 feet of Orangeburg Pipe are in service from Maine to California, some for 50 years and still operating like new.

Orangeburg Root-Proof Pipe is made in 2", 3", 4", 5" and 6" sizes for house-to-sewer and septic tank connections, downspout run-offs, storm drains and other outside non-pressure underground lines.

Orangeburg Perforated Pipe, in 4" size, is ideal for septic tank disposal fields, foundation drains and for draining wet spots everywhere.

Write Department SBS-37 for complete details.

COMPLETE LINE OF EXCLUSIVE ORANGEBURG FITTINGS



Exclusive Orangeburg Fittings featuring the famous Orangeburg Taperweld Joint which simplifies installation.

ORANGEBURG MANUFACTURING CO., INC.

ORANGEBURG, N. Y.

West Coast Plant: NEWARK, CALIF.

ORANGEBURG®

ROOT-PROOF PIPE AND FITTINGS

DEALERS :

W in two glorious

ENTER KAISER ALUMINUM'S



KAISER ALUMINUM WILL PAY ALL EXPENSES FOR TWO AT FABULOUS HAWAIIAN VILLAGE*

A Pacific Paradise For Two. Beautiful Hawaiian Village, your kingdom for fun and relaxation under tropical skies.

From your room you'll have a panoramic view of ocean, lagoon or one of four sparkling swimming pools. You'll live amid authentic South Sea furnishings, be surrounded by lush tropical gardens. You'll dance under a star-lit sky. Dine on superb

cuisine . . . native Hawaiian dishes, charcoal broiled steaks. Bask on the shimmering white beach at Waikiki.

At this colorful paradise everything for your enjoyment and convenience is yours to command. Glamorous Polynesia is at your Hawaiian Village doorstep, offering a whole new world of pleasure.

* Two weeks if you are an authorized Kaiser Aluminum Building Products Dealer or his employee at the time contest winner is announced. One week if you are not an authorized dealer or the employee of such a dealer.

weeks in Hawaii!

"HAWAIIAN VILLAGE" CONTEST!

You will soon receive your Official Kaiser Aluminum "Hawaiian Village" Contest Entry Kit in the mail. The kit contains complete information about the contest.



EASY TO ENTER!

All you do is judge four Kaiser Aluminum Roofing ads in order of appeal, write a few words about Kaiser Aluminum Roofing, mail in the entry blank.

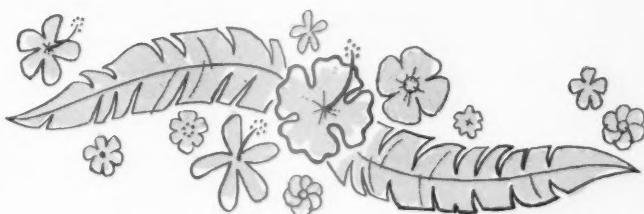
YOU BE THE AD EXPERT!

Your contest entry kit includes four consumer ads soon to appear in leading farm publications. These ads tell your customers all about brand new Kaiser Aluminum *ROLL-ON* Roofing. You just rate these ads according to your own judgment. Tell us which ad you think is best, second best, third and fourth.

Next, you complete this statement in 25 words or less: "I believe Kaiser Aluminum *ROLL-ON* Roofing is the best building material I can stock because..." Mail in the entry blank postmarked no later than midnight, June 1, 1957.

That's all there is to it! Be on the lookout for your official entry kit. It will arrive in your mail soon. Look for the envelope marked:

Official Kaiser Aluminum "Hawaiian Village" Contest Entry Kit.



AND NOW! Here's really big news to increase your sales



BRAND NEW FROM ROLL-ON* ROOFING

Build Store Traffic with the Newest Thing

ONLY KAISER ALUMINUM ROLL-ON* ROOFING GIVES YOU ALL THESE SALES-MAKING ADVANTAGES.

New Kaiser Aluminum *ROLL-ON* Roofing is the newest thing in building materials. Just roll it on and nail it down . . . it's that easy to use. *And it's even easier to sell.* Here's why:

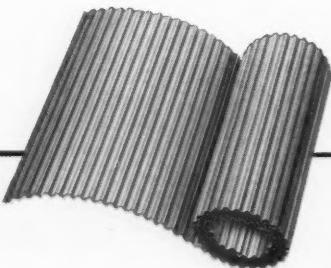
VERSATILE. A product with 101 uses for both city and farm trade.

EASY TO INSTALL. Just roll it on and nail it down. No fitting small pieces, practically no side laps.

REFLECTS HEAT. Farm buildings stay up to 15° cooler in summer, warmer in winter. Livestock and poultry stay healthier.

CUTS MAINTENANCE. Embossed *ROLL-ON* Roofing won't rust or rot . . . never needs painting.

STRONG, DURABLE. Unrivaled record of freedom from wind damage and nail pull-through. Gives years of service in all kinds of weather.



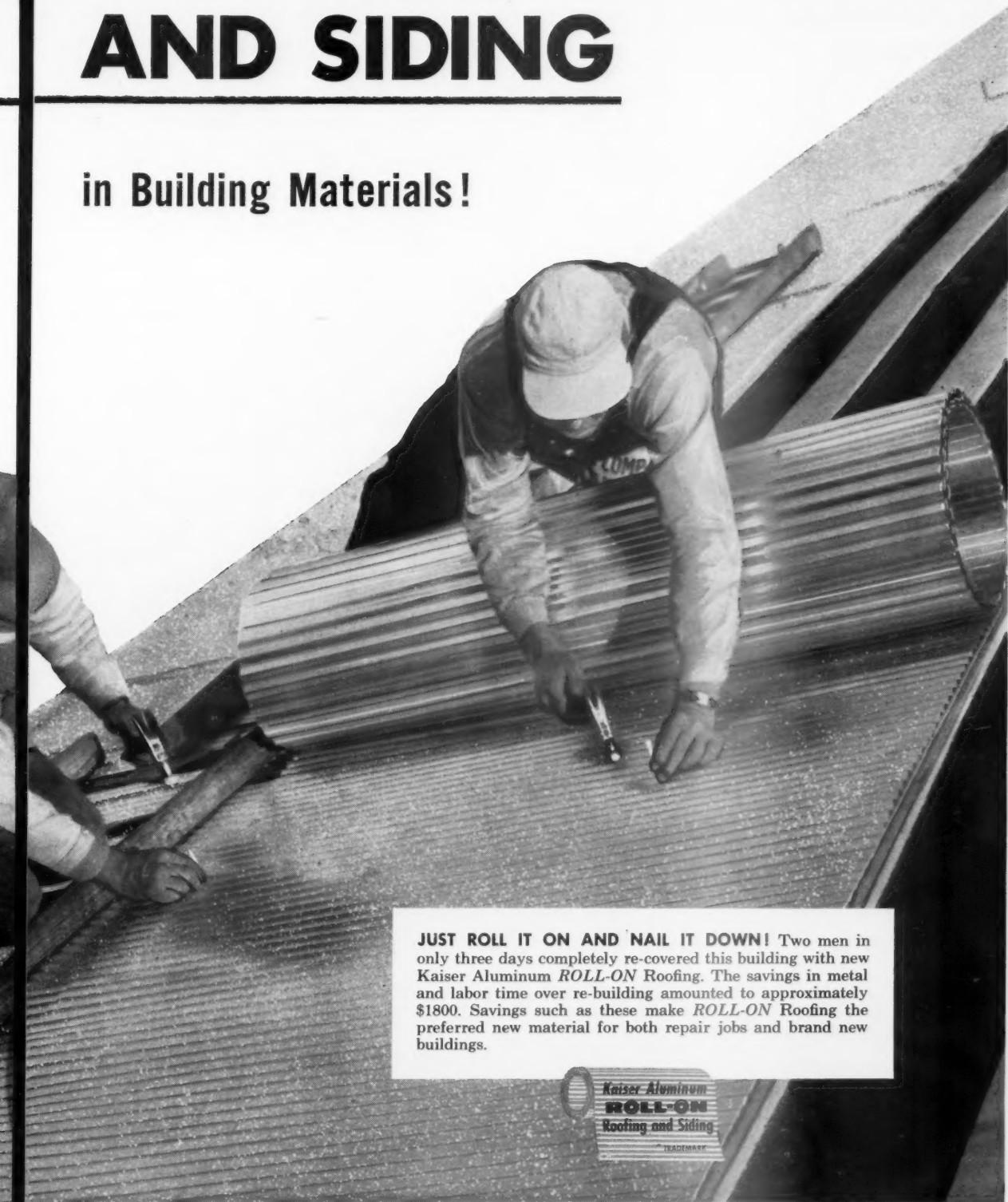
*Trademark



KAISER ALUMINUM!

AND SIDING

in Building Materials!



JUST ROLL IT ON AND NAIL IT DOWN! Two men in only three days completely re-covered this building with new Kaiser Aluminum **ROLL-ON** Roofing. The savings in metal and labor time over re-building amounted to approximately \$1800. Savings such as these make **ROLL-ON** Roofing the preferred new material for both repair jobs and brand new buildings.

Kaiser Aluminum
ROLL-ON
Roofing and Siding
TRADEMARK

A BRAND NEW PRODUCT...

COMPLETE MERCHANDISING AND

PRE-TESTED!

Kaiser Aluminum *ROLL-ON* Roofing has been pre-tested in three Southern States for almost a year. Farmers and builders throughout the test market have acclaimed *ROLL-ON* Roofing's unique advantages. They have enthusiastically reported substantial savings in time and money. In short, *ROLL-ON* Roofing has not only proved itself in sales, but has gained the acceptance of satisfied users.

BRAND NEW PRODUCT—OFFERS BEST MARKUP

ROLL-ON Roofing's markup opportunities, together with its built-in advantages for fast turnover, makes it one of the hottest building materials you can stock. And when you stock *ROLL-ON* Roofing you carry a brand new product...a product with enough news value and excitement to keep customers coming into your store month after month; a product with 101 uses for both city and farm trade!

GREAT NATIONAL AD CAMPAIGN TO BACK YOU UP



National television and magazine advertising pre-sells your customers on new *ROLL-ON* Roofing. The superior advantages of *ROLL-ON* corrugated aluminum will be featured on TV commercials over the NBC-TV network...and told to farmers across the nation in such leading farm magazines as—*Farm Journal*, *Successful Farming*, *Progressive Farmer*, *Hoard's Dairyman*, *Poultry Tribune* and state farm papers in key markets. Ads appearing in these publications will be read by over 7-million farm readers.

ROLL-ON ROOFING SPEARHEADS FULL LINE OF FARM PRODUCTS

Kaiser Aluminum offers a complete line of quality aluminum products for better farming.



Kaiser Aluminum 48" wide roofing sheet—plain or embossed finish, corrugated or embossed V-crimp. Better roofing because it's light, strong, easy-to-handle, rot-proof and forever rust-free, never needs painting. Big 48" wide sheets cover almost twice the area of standard size widths. Farmers save time, labor and money. A real sales-maker!



Kaiser Aluminum 26" wide roofing sheet—plain or embossed finish, corrugated or V-crimp. Aluminum's selling features in a size ideally suited to building or repairing smaller farm buildings.

Kaiser Aluminum Kladlined Irrigation Pipe. Lightweight irrigation pipe with the lining that provides extra corrosion resistance...strong, durable and easy-to-handle.



Also...Kaiser Aluminum Roofing Accessories, Kaiser Aluminum Roll Valley Flashing, Kaiser Aluminum ShadeScreen and Kaiser Aluminum Easy Forming Coil for repair jobs and general purpose use.



NATIONAL ADVERTISING...PLUS A SALES PROMOTION PROGRAM!



FREE... your own personalized direct mail program. You and your store will be pictured on the mailer when you become a Kaiser Aluminum Building Products Dealer. Each mailer includes a timely newsletter of special interest to your best prospects. You provide a mailing list of select customers — we pay postage, printing, mailing.



Free display rack and farm building plans! Sturdy display rack fits on counter or wall . . . complete with selection of free farm building plans. Most feature low-cost pole type construction.



Free booklet, "101 Uses For Roll-On." Tells your customers and prospects how to use ROLL-ON Roofing for many do-it-yourself projects.

In-store promotional material. Includes—Giant cut-out floor display, window decals, dealer identification plaques, banners, special literature.

To get more information about how you can make Kaiser Aluminum **ROLL-ON*** Roofing the most profitable building material you ever handled—

MAIL THIS COUPON TODAY!



Kaiser Aluminum

*Trademark

See ROLL-ON ROOFING advertised on "THE KAISER ALUMINUM HOUR." NBC Network. Consult your local TV listing.

SOUTHERN BUILDING SUPPLIES for MARCH, 1957

For more details on above items, use Coupon on Page 73

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KAISER ALUMINUM & CHEMICAL SALES, INC.
MERCHANT PRODUCTS DEPT. SBS-1
919 N. MICHIGAN AVE., CHICAGO 11, ILLINOIS

Please send information about Kaiser Aluminum ROLL-ON Roofing and include details about the advertising program to build my business.

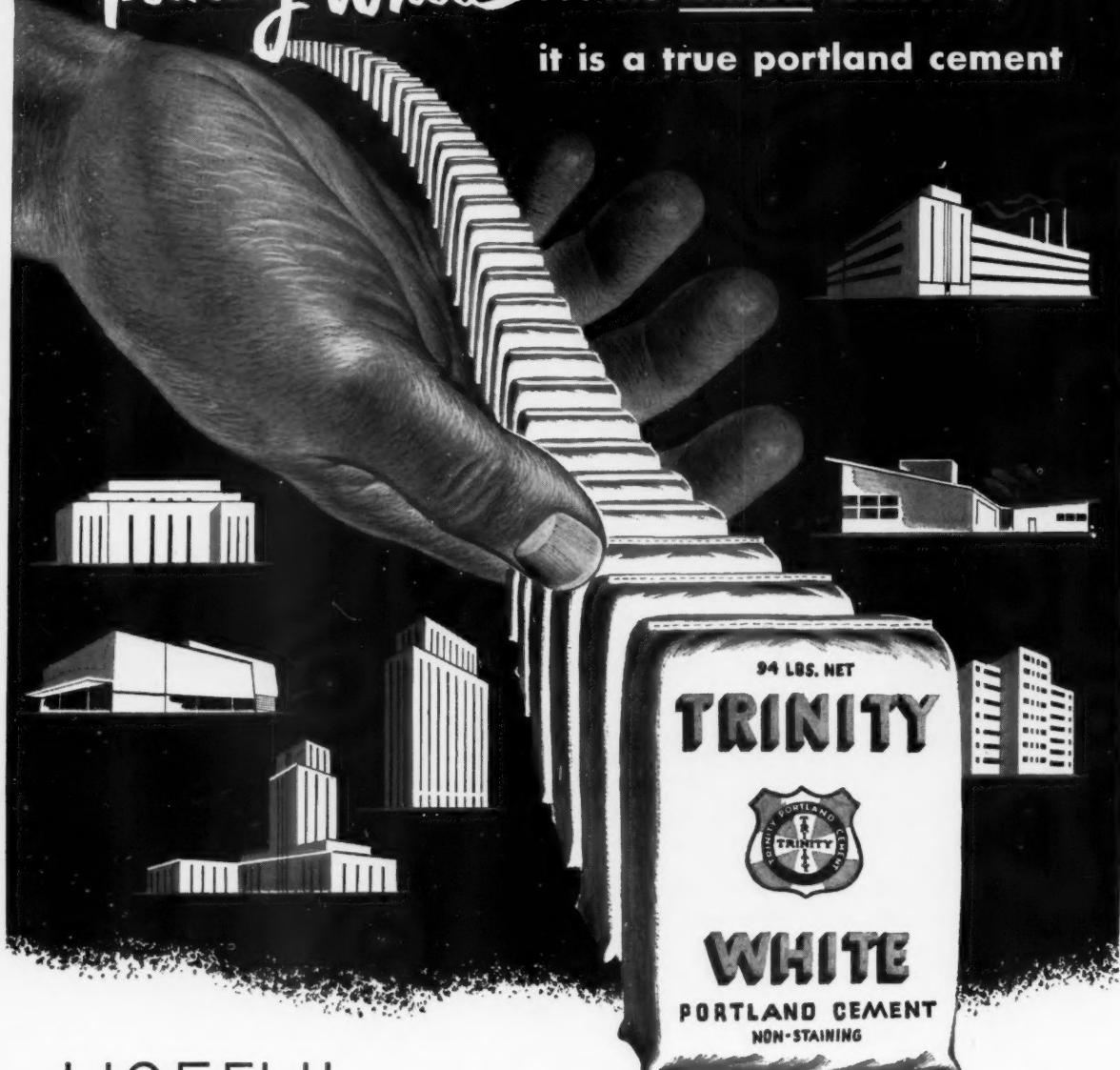
NAME _____

ADDRESS _____

CITY _____

STATE _____

Trinity White ... the whitest white ... it is a true portland cement



USEFUL

in almost every type of building, both inside and outside.

As architectural concrete units or as stucco or cement paint, it emphasizes architectural perspective and detail. It has a high light-reflection which gives beauty and special utility to many interiors.

Trinity White's extra whiteness gives truer colors where pigments are added.

Widely used in terrazzo for its contrast-y white and better color effects in either simple or ornate designs. Meets all Federal and ASTM specifications. Sell TRINITY White.



A Product of GENERAL PORTLAND CEMENT CO. • Chicago • Dallas • Chattanooga • Tampa • Los Angeles



HELPFUL BOOKLETS Free!

On this and subsequent pages of S-B-S is an excellent selection of literature on new Building Materials and Products. For free copies of the helpful literature offered, just fill in and return the handy coupon below.

110-B. PLASTIC WATER PUTTY. Catalog sheet shows home uses for Durham's Rock-Hard water putty, explains how to color it, and lists types of customers who find it "indispensable." Donald Durham Co., Dept. SBS, Box 844-6, Des Moines, Iowa.

111-B. WOOD WINDOWS. "For Happier Living" 24-page full-color booklet that shows in photos and full-color pictures how to use Curtis Silente and Style-Trend wood windows in both new homes and remodeling jobs. Curtis Companies Service Bureau, Dept. SBS, Clinton, Iowa.

112-B. IRON RAILING AND COLUMNS. Folder explains installation of completed ornamental iron for Do-It-Yourself tradesmen lists parts required and installation procedure. Versa Products Co., Dept. SBS, Lodi 4, Ohio.

113-B. SASH ALUMINUM WINDOWS. Six-page brochure shows stock sizes of Alenco single-hung and double-hung windows. It shows common residential wall installations and lists specifications. Albrutton Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

114-B. VENTILATORS. The Leslie line of ventilating specialties and gravity ventilators is covered in catalog folder. Included are Leslie slants of ventilators; vertical wall and triangular louvers; and wall and under-eave ventilators. Leslie Welding Co., Inc., Dept. SBS, 2942 W. Carroll Avenue, Chicago 12, Ill.

115-B. ALUMINUM WINDOWS. Colorful folders list specifications and sizes for Bellhouse aluminum awning and jalousie windows. They show installation details for use in concrete block, solid brick, brick veneer or frame walls. Bellhouse Windows, Dept. SBS, Okeechobee and Military Trail, West Palm Beach, Fla.

116-B. SHORT-LENGTH LUMBER. Four-page folder by John Remo lists ways lumber dealers can sell short lengths and new items to stimulate sales in farm feeding and stock shelters. Uses illustrated include Gothic picket fences. Pacific Lumber Co., Dept. SBS, 35 East Wacker Drive, Chicago 1, Ill.

117-B. MOBILE WOOD SHUTTERS. The Sun-Air line of interior movable louvered wood shutters is presented in a 12-page booklet. It explains DIY shutter kits and choice of sugar pine or Philippine mahogany stock. Products Manufacturing Co., Dept. SBS, 1045 East 31st Street, Hialeah, Fla.

118-B. WOOD WINDOW WALLS. Complete line of Andersen wood window walls for residential, institutional, and light commercial use is covered in detail catalog No. 571 and in a dealer merchandising kit. Brands and types of windows include Flexivents, casement, gliding, and double-hung Pressure-Seal units. Andersen Corp., Dept. SBS, Bayport, Minn.

101-B. BUILDING PRODUCTS. The new 68-page Nova handbook presents the full line of Nova building products and also essential data on their uses. Line includes jalousies, sidewall, skylights, plastic doors and room dividers, and masonry products. Nova Sales Co., Dept. SBS, Trenton 3, N. J.

102-B. WOOD DOORS AND WINDOWS. A folder and catalog sheet present Rimco Stylers that permit originality in painting. A folder and brochure show Rimco-Vent operating and Rimco-View fixed-light window units in different combinations. Rock Island Millwork Co., Dept. SBS, Rock Island, Ill.

103-B. WESTERN PINE SOUPLES, USES. WPA's 1937 membership directory lists 440 member mills by states and by species and products available. Four full-color folders show finishing recipes and reproduced samples. Western Pine Assn., Dept. SBS, Yeom Building, Portland 4, Oregon.

104-B. ASPHALT ROOFING, ASBESTOS SIDING. Folder shows use of hurricane-tested asphalt roof shingles of square-tab design, and shows "wind-proof warranty." Booklet shows installations of Ruberoid asbestos clapboard siding. Ruberoid Co., Dept. SBS, 500 Fifth Avenue, New York 36, N. Y.

105-B. ALUMINUM PRODUCTS. Weather-Proof aluminum products are described in four folders: adjustable window awnings; triple-track combination double-hung; combination storm screen; screen doors; and combination storm screen door with self-storage compartment. Weather-Proof Co., Dept. SBS, 1407 E. 46th Street, Cleveland 3, Ohio.

106-B. FIR FLYWOOD FACTS. Available to dealers and their employees for which home addresses are sent to Douglas Fir Plywood Assn., Dept. SBS, 1119 A Street, Tacoma 2, Wash., is a 48-page, pocket-size fir plywood guide. It includes basic grade-use data, advantages, and much "know-how."

107-B. ALUMINUM WEATHERBOARD. A 24-page manual gives specifications and shows beat methods of applying Lifeguard enameled aluminum weatherboard. Uses of backboard and accessories explained. Lifeguard Industries, Inc., Dept. SBS, 2425 Gilbert Avenue, Cincinnati 6, Ohio.

108-B. WOOD KITCHEN CABINETS. The Dixie Maid line of wood cabinets for kitchen walls, bases, and corners come in black, white, yellow, pink, green, blue. Brochure shows and describes all. Full-color Dixie Maid kitchen jumbo postcards also available from Dixie Cabinet Co., Dept. SBS, Morristown, Tenn.

109-B. WOOD AND MASONRY TOOLS. Catalog No. 66 in 48 pages shows and specifies the complete line of Hargrave tested tools. These include clamps, chisels, punches, masonry drills, and gasket cutters. Cincinnati Tool Co., Dept. SBS, 2006 Waverly Avenue, Cincinnati 12, Ohio.

120-B. BITUMINOUS SEWER PIPE. "Tips for Installing Orangeburg Pipe and Fittings" details problems encountered in various types of soils and lists six tips on trenching and backfilling. It shows how pipe is easily sawed to fit. Orangeburg Manufacturing Co., Inc., Dept. SBS, Orangeburg, N. Y.

1-A. FLUSH DOOR INSERTS. Catalog shows Distributor listed. Dixilouvers door louvers, and Dixiplant decorative plants. These flush-door inserts all are packaged for easy stocking and selling. Georgia Art Supply Co., Dept. SBS, 280 Garnett Street S.W., Atlanta 3, Ga.

2-A. RUST-RESISTANT NAILS. Pocket-size handbook gives specifications for rust-resistant Stormguard nails, double-dipped in molten zinc. Shows 85 styles and sizes with chart of uses. W. H. Marx Co., Dept. SBS, 400 Church Boulevard, Peru, Ill.

1-L. WINDOW AND CASING. Consumer brochures show and describe the Alex Carolina aluminum vertical glide window unit and the Alex A-Wood combination aluminum and wood casing for flange-type windows. Alex Engineering Co., Dept. SBS, 120 Industrial Road, Summerville, S. C.

45-B. MORTAR CEMENT. "Facts and Tables for the User of Mortar Cement" is a booklet covering Penn-Dixie products and uses. It includes ratios for mixing mortar, and estimating guides. Penn-Dixie Cement Corp., Dept. SBS, 66 East 48th Street, New York 11, N. Y.

101-C. FLYWOOD PRODUCTS. The Weldwood catalog (AIA File No. 19-F) contains descriptions, recommended uses, sizes, and approximate prices for every product in the Weldwood plywood line. All species and patterns shown in full color. United States Plywood Corp., Dept. SBS, 55 West 44th Street, New York 11, N. Y.

43-D. FARM BOOK. Sixteen-page book shows uses of Calotex products in service buildings and homes. It includes detail drawings of application. For distribution to farm building or remodeling prospects. The Celotex Corp., Dept. SBS, 120 S. LaSalle St., Chicago 3, Ill.

3-A. PACKAGED DOOR INSERTS. Southern Door Lite Co., Inc., Dept. SBS, 48 Westland Boulevard S. W., Atlanta 10, Ga., offers a catalog that shows its lights, louvers, and plants for flush doors. Specifications included for Royalite, Royalouvers, and Royalplants.

1-K. METAL LATH, ACCESSORIES. Colorful catalog brochure shows and describes types of metal lath, accessories, and partition systems of the Alabama Metal Lath Co., Dept. SBS, P. O. Box 992, Birmingham, Ala. Tables give fire test data and sound transmission loss for the partitions.

2-K. WINDOW, DOOR PRODUCTS. Vulco aluminum screens and jalousies, Cascoing screens, Superior and Ideal storm sash, Dura-Bilt screen doors and combination storm doors, hardware and

For more information

Fill and mail coupon to

SOUTHERN BUILDING SUPPLIES

806 PEACHTREE STREET, N. E.
ATLANTA 8, GA.

Send me these FREE Catalogs and Bulletins ...

I want details on these New Products ...

Send me more information on products
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My Name

My Position

Company

Street

City

Zone State

tools are described in the "Versatile Vulco" catalog. Vulcan Metal Products, Inc., Dept. SBS, 2801 Sixth Avenue South, Birmingham, Ala.

39-B. METAL MOLDINGS. A 20-page catalog shows full line of Premier aluminum and stainless steel moldings and trim. It explains uses, application, dimensions, and prices. Metal Trims, Inc., Dept. SBS, P. O. Box 1072, Youngstown, Ohio.

1-L. CEDAR-SHAKE PACKAGE. Literature describes a handy consumer package of Shakertown Glumac shakes, matching-color nails, and "Jiffy Corners." It shows how corners make a tight fit on outside walls. Perma Products Co., Dept. SBS, 2930 Kinman Road, Cleveland 22, Ohio.

33-B. MASONRY WALL REINFORCEMENT. Bulletin gives specifications and shows Dur-O-Wal masonry wall reinforcement with cavity, bonded, coursed, or stacked course masonry wall, and wall with plaster. Dur-O-Wal Products of Alabama, Inc., Dept. SBS, P. O. Box 5446, Birmingham 7, Ala.

24-B. ASPHALT ROOFING MATERIALS. Four-page catalog insert gives complete specifications, descriptions of uses and directions for both cold and hot applications. It covers asphalt roofing and coatings and cements. Lion Oil Co., Asphalt Sales, Dept. SBS, El Dorado, Ark.

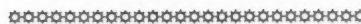
29-B. PLYWOOD PANELING. "Harbor Plywoods for Home Give More Value," inside, outside is a consumer brochure which shows installations of Harborite lapped siding, grooved panels, smooth panels, and Super Hardboard select cabinet panels. Harbor Plywood Corp., Dept. SBS, Box 940, Aberdeen, Wash.

18-B. WALLBOARDS. Colorful literature presents Plasterton's complete line of laminated fiber wallboards, Lockaire Paintcote interior, and Asphaltic sheathing insulating boards. Free samples. Plasterton Wall Board Co., Dept. SBS, Station B, Buffalo 7, N. Y.

15-B. LUMBER PACKAGING. "How to Protect Lumber with Waterproof Paper for Shipment and Storage!" is a booklet that explains how to protect lumber with paper for shipping, storage, and sales. American Sisalcraft Corp., Dept. SBS, Attleboro, Mass.

14-B. TENSION SCREENS. New dealer sales manual outlines 22 reasons for using Tension-tile aluminum screens and has photographs of a dealer making sale with his customer to the customer. Edinger-Lang Co., Dept. SBS, International Trade Mart, New Orleans 12, La.

2-B. VITRIFIED CLAY PIPE. Concise folder describes advantages of Dickey Farms Line pipe for house sewers and drains. It shows how built-in, self-centering lugs speed up installation. W. S. Dickey Clay Manufacturing Co., Dept. SBS, P. O. Box 2028, Kansas City 42, Mo.



HELPFUL

BOOKLETS FREE!



4-D. ASBESTOS-CEMENT PRODUCTS. Several brochures and folders—several in full color—show Century No. 5 roofing shingles; Apac all-purpose board; Linabestos and Sheelexitex wallboards for interior and exterior use; lightweight corrugated asbestos sheet. Reaskey and Mattison Co., Dept. SBS, Amherst, Pa.

5-D. PANEL WOOD WINDOWS. Brochure shows how National panel windows are used as fixed picture units, large casement windows, single awning units, or stacked for multiple-operating awning units. Another brochure shows National double-hung wood units. National Woodworks, Inc., Dept. SBS, Box 5416, Birmingham 7, Ala.

1-D. ASPHALT ROOFING, SIDING. Flintkote shingles and asbestos-cement sidings are shown in full color in a catalog for dealers and customers. Complete data are given on strip shingles, insulation products, built-up and roll roofing and accessories. Flintkote Co., Dept. SBS, 39 Rockefeller Plaza, New York 20, N. Y.

1-G. ALUMINUM SCREEN. Burns aluminum tension screens, full-frame screens, and screen cloth are described in an envelope-size folder. Catalog sheet lists advantages of the aluminum frame unit. Dodge Wire Corp., Dept. SBS, 249 Spring Street S. W., Atlanta, Ga.

19-B. PANEL WINDOW UNIT. The Zuber Beau-Vue panel window unit is described in a two-color folder. It shows how this toxic-treated ponderosa pine unit can be used singly, in groups, ribbons, and stacks. The folder also covers Dixons Weather-Lok double-hung units. Zuber Lumber Co., Dept. SBS, P. O. Box 964, Atlanta 1, Ga.

13-B. INCINERATORS. Donley incinerators for homes, apartments, and other buildings are shown in a new catalog. Complete technical data is given for fire-fed, floor-fed, garden, and prefabricated steel models. Donley Brothers Co., Dept. SBS, 13932 Miles Avenue, Cleveland 5, Ohio.

1-F. ALUMINUM SCREENS. Loxscreen catalog shows and describes aluminum tension screens,

aluminum frame screens, extrusions, rolled form sections, and moldings. It shows how easy it is to install the screens. Display screen available. Loxscreen Co., Inc., Dept. SBS, P. O. Box 5133, Columbia, S. C.

102-C. WOOD SHUTTERS AND DOORS. The uses and benefits of the new Wing-Line Shutterfold doors are covered in catalog insert. Catalog No. 1056 shows details and gives sizes and benefits of Fit 'n' Finish shutters with movable louvers. Sam A. Wing Co., Inc., Dept. SBS, 5035 Willits Avenue, Dallas 6, Tex.

102-C. FIBER ROOF COATING. "The Easy and Low Cost Way to Repair and Renew Roofs" is a folder covering the uses of Gardner asphalt-asbestos roof coating. Gardner Asphalt Products Co., Dept. SBS, P. O. Box 5776, Tampa, Fla.

103-C. BUILDING SPECIALTIES. Joist hangers, timber rings, framing anchors, ventilators, windows, and other building specialties are shown in a catalog offered by Cleveland Steel Specialties Co., Dept. SBS, 3761 E. 91st Street, Cleveland 5, Ohio.

104-C. FIBER-GLASS PANELS. Colors and applications of Lascolite fiber-glass panels for farm uses are shown in a new folder. It includes a special color for poultry raisers. Lynch Asbestos Co., Dept. SBS, 2939 South Sunol Drive, Los Angeles, Calif.

105-C. WESTERN LUMBER SOURCES. A 44-page booklet, "Where To Buy," lists member mills, their fabricating and treating facilities, and lumber products. A 16-page booklet, "West Coast Terms No. 5," explains conditions of sale and shipping weights for Douglas fir, West Coast hemlock, Sitka spruce, and Western red cedar. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland, Ore.

106-C. WINDOW SASH BALANCES. The new one-piece Spiraflex weatherstrip-sash balance is described in a catalog sheet. The new sash unit does not need individual parting bead and assures plumb installation. It has spiral balances. Caldwell Manufacturing Co., Dept. SBS, 64 Commercial Street, Rochester 14, N. Y.

107-C. ALUMINUM DOORS AND WINDOWS. Specifications, detail drawings, and sizes are given for aluminum windows and sliding glass doors in the "Alenco Jr. Single Hung Aluminum Doors" and "Alenco Jr. Single Hung Aluminum Windows." Albrition Engineering Corp., Dept. SBS, 2501 Wroxton Road, Houston 5, Tex.

108-C. PLASTIC-FINISHED PANELS. Full-color catalog covers complete line of Marlite plastic-finished wall and ceiling panels. It shows full variety of colors and patterns—Hi-Gloss, Marble Panel, Woodpanel, Flax pattern, plank, block, and Korelock. Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

Not Salesmen but 'Merchandise Counselors'



A NEW SALES TITLE and a new definition of the ideal relationship of a factory representative to his customers have been developed by the Superkleen Brush Division of Devoe and Raynolds Company, Inc. The title, P.B.M.C., means "Paint Brush Merchandising Counselor." It has been bestowed upon Superkleen sales representatives who subscribe to the broad 11-point PBMC creed.

The PBMC title and the creed were originated by Gordon E. Riley, Superkleen sales manager, to define sharply what customers have a right to expect in the way of services from Superkleen representa-

tives. In photo at left, he holds the "master emblem," which General Manager Floyd Richards admires.

The following is the 11-point PBMC creed:

"I will know merchandising and strive constantly to keep abreast of the latest techniques in hardware, building supply, and paint store merchandising.

"I will keep my customers' paint brush stocks up to date, well balanced, and properly displayed for maximum sales appeal.

"I will write up a suggested order before my customer loses brush business due to lack of the right merchandise.

"I will bring my customers new, field-tested ideas on store management, merchandising, customer relations, and cost-cutting methods.

"I will know my product — know the best brush for every job and why brushes are manufactured as they are.

"I will strive, always, to give my customers and their sales people the kind of information that will keep brush volume climbing.

"I will know paint brush values and be prepared at all times to give unbiased sales counsel based on this knowledge.

"I will devote a portion of my time each trip to training my customers' sales personnel in brush selling and merchandising techniques.

"I will be service-minded beyond the call of duty — always ready to lend a helping hand when needed, whether the service I render is directly related to business.

"I will remain steadfast in my conception of salesmanship as one of man's noblest professions—and will do my level best each day to make my own humble contribution to the preservation of the great American system of free enterprise.

"I will conduct myself at all times in a manner befitting a mature citizen of the greatest nation the world has ever known."

From Plumb to Proto

The Plumb Tool Co. has changed its corporate name to Pendleton Tool Industries, Inc. The parent company plant located in Los Angeles, Calif., and a division located in Jamestown, N. Y., will operate under the name of Proto Tool Co., a division of Pendleton Tool Industries, Inc.

**AT LAST...A WINDOW UNIT THAT'S TRULY
WEATHER-TIGHT...YET EASILY REMOVED**

CURTIS Style-trend

TRADE MARK

Here's what dealers, builders and home owners have long wanted: a *top-quality* removable window unit that's really weather-tight...pre-fit...ready to install easily...and priced economically!

Curtis has it today in a brand-new window line—the Curtis STYLE-TREND—designed to open even greater profit opportunities in a big market for Curtis Woodwork dealers.

WHAT'S BETTER ABOUT CURTIS

Style-trend REMOVABLE WINDOWS?

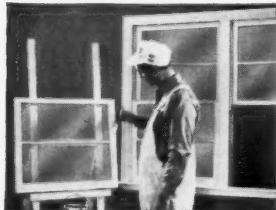
SUPERIOR WEATHER-TIGHTNESS—Completely weather-stripped with new-design weather-stripping...minimum air leakage...siding groove on sill seals out weather.

TOP QUALITY CONSTRUCTION—All members pre-fit...made of toxic-, water-repellent treated Ponderosa pine...materials and workmanship **GUARANTEED** by Curtis.

A COMPLETE UNIT—Ready to install, with screens and storm sash to fit...spring-type balances factory-applied...made in all popular sizes...adaptable to any type of wall.

EASILY REMOVED AND REPLACED—Sash easily removed by pressing sash gently toward left jamb and lifting out.

MODERN STYLING—A distinctive outside casing of new design (pat. pending) for masonry, brick veneer or frame construction without mitered corners.



During construction, STYLE-TREND sash may be economically easel-primed and then safely stored until needed—finish painting easy.



GET ALL THE FACTS—The new STYLE-TREND Curtis windows give dealers the edge on competition—help build their window volume and profits—and help sell other Curtis Woodwork, too. Our sales representative will explain why it will pay **YOU** to investigate further. Just write Curtis Companies Incorporated, Clinton, Iowa.

VISIT OUR DISPLAY AT THE CONVENTION

CURTIS

CURTIS COMPANIES INCORPORATED, Clinton, Iowa

Clinton, Iowa • Wausau, Wis. • Chicago, Ill. • Sioux City, Iowa • Lincoln, Nebr.
Topeka, Kan. • Minneapolis, Minn. • New London, Wis. • Oconto, Wis. • Scranton, Pa.



MANUFACTURER NEWS

LANCASTER, PA.: Edgar B. Sterrett Jr., has been appointed assistant manager of promotion and sales training in the **Insulation and Building Products Division** of the Armstrong Cork Co.

FORT WORTH, TEX.: The patent licensor, **Ready Hung Door Corp.** here, designers of machinery to manufacture the units, announce the 32nd manufacturing licensee of Ready Hung Door packaged units, Morgan Sash and Door Co. of Chicago, Ill.

MIAMI, FLA.: The **Meyer-Orens Co.** at 2732 Northwest 7th Street here has been appointed sales representative for the complete Electro-mode line of electric space heating equipment in Florida.

PLAINFIELD, N. J.: Jerome Stern is new sales supervisor for the **Resin Division of National Starch** here. A graduate of St. Peter's College, Stern has served as product supervisor in the sale of vinyl copolymers in the paint field. He has developed several resin applications.

ATLANTA, GA.: E. R. Hall is new Southern district manager for the **Tectum Corp.** This Newark, Ohio, firm manufactures wood fiber roof deck and sidewall panels.

SPOKANE, WASH.: Jack L. Bopp of Standpoint, Wash., has been promoted to general manager of **Pack River Lumber Co.** He has served with the company since 1946 in production and purchasing, as plant



FORD CONGER of Augusta, Ga., is manager of the new Southeastern sales district of the Hammond-California Redwood Co., a subsidiary of the Georgia-Pacific Corp. Conger has served in a sales capacity for nine years in Georgia-Pacific's lumber sales division. His Hammond-Pacific California district office will be in the Southern Finance Building, Augusta, Ga.

superintendent, vice-president in charge of production, and as assistant general manager.

ORANGEBURG, N. Y.: Richard F. Fagan is new product manager of underfloor duct system for the **Orangeburg Mfg. Co., Inc.** Fagan was formerly sales engineer with the Lycoming Division of Avco Mfg. Co.

PHILADELPHIA, PA.: Gerard F. Sheehan is new sales representative in Maryland for **C. Hager & Sons Hinge Mfg. Co.** St. Louis, Mo. He replaced William Lloyd, who will handle west Pennsylvania, Washington, D. C., West Virginia, Virginia, and North Carolina. Sheehan also travels east Pennsylvania, central and southern New Jersey, and Delaware from headquarters at 4707 Windor Street here.

BOSTON, MASS.: Richard D. Bolster recently was elected vice-president of **Atlas Plywood Corp.** He will direct company internal reorganization and consolidation of various properties. Bolster was manager of the Phillipsdale, R. I., plant for four years, assistant treasurer, and assistant to the president.

(Continued on page 86)



VICTOR LIMON is new district manager of the Houston district for United States Gypsum Co. He had served USG in this area as a paint salesman since 1946.

Stocker and Angier Form Ludlow Papers, Inc.

Products of the Stocker Manufacturing Co. and the Angier Corp. will be on display at the Carolina dealer convention under their new consolidated corporate title of Ludlow Papers, Inc. For many years leaders in the flexible building materials field, the two firms joined with a third paper-converting concern, McLaurin-Jones, recently to form the new organization.

Ludlow Papers, Inc., offers such well-known and advertised products as Foil-Champ, Silo-Champ, Lumaskin, Copper-Champ, Copperskin, Aluminum-Champ, Scuf-Champ, Brownskin vaporoseal, RFD silo paper and Poly-Champ. In the expanded "Champ line of building papers" all these are basic protective building materials for residential, commercial, and industrial construction.

Bill Cook, formerly of the Stocker organization, will represent Ludlow Papers, Inc., at the Carolina convention.

Leslie Heads Metal Ventilator Institute

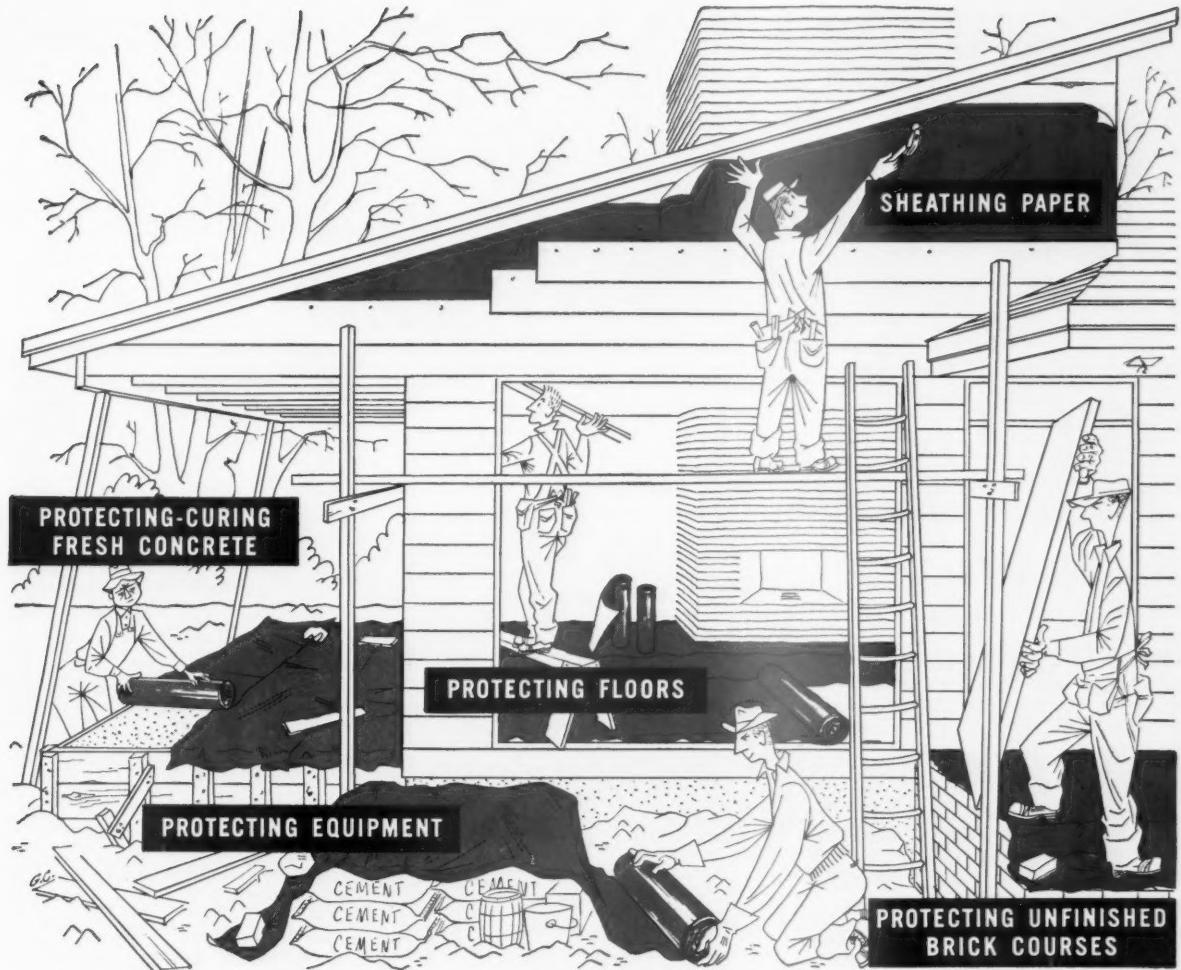
Members of the Metal Ventilator Institute, at a meeting in Chicago on January 17, elected the following officers for 1957: president, C. C. Leslie of Leslie Welding Company, Chicago, Ill.; vice-president, N. J. Badten of Inland Steel Products Co., Milwaukee, Wis.; and secretary-treasurer, N. H. Rudeen of N. H. Rudeen Co., Minneapolis, Minn.

Directors for two years include Miss M. Smits, Appleton Supply Co., Appleton, Wis.; D. R. Belden, Louver Manufacturing and Supply Co., Minneapolis, Minn.; Paul Cabell, Alabama Wire Co., Florence, Ala.; and Badten.

Directors for one year are L. L. Smith, Home Comfort Manufacturing Co., Peoria, Ill.; Carter Leslie, Leslie Welding Company, Chicago, Ill.; and D. Malcolson, Walter E. Selck of Canada, Limited, Toronto, Ontario.

In addition to the election of officers, a publicity and promotion program was planned for 1957 to encourage the use of proper-sized metal ventilators in attic and crawl spaces in residential construction.

Members of the Metal Ventilator Institute are now affixing to each ventilator a certification as to the free air capacity of the ventilator used.



Here are just a few uses you can sell for Orange Label Sisalkraft

Genuine Orange Label Sisalkraft returns to you a high profit on every sale. There are many uses to sell your customers — offering them the *surest* protection against bad weather.

Stock the quality Sisalkraft Line. It's backed up by aggressive national advertising and promotion . . . and our sales force is out constantly drumming up business — for you!

American SISALKRAFT Corporation

Chicago 6 • New York 17 • San Francisco 5

In Canada Sisalkraft products are sold under the following names: Orange Label Fibreen, Sisalation, Copper Armored Fibreen, Fibreen Vaporstop, Fibreen Moistop — contact Alexander Murray & Co., Ltd., Montreal

Other products in the SISALKRAFT LINE

Sisalkraft Moistop — Permanent vapor barrier

Sisalkraft Vaporstop — Rot resistant vapor barrier

Copper Armored Sisalkraft — Electro sheet copper for concealed flashing and waterproofing

Sisalation — Reflective insulation and vapor barrier

Sisalite — Pure polyethylene film

Sisal-Glaze — New plastic glass replacement



Barker Elected President of Perma Products

THE BOARD of directors of the Perma Products Co. recently elected Frank S. Barker, above, as president. He has been with the company for 14 years — for 11 years as vice-president for production, and for three years as executive vice-president.

The retiring president, John E. Martin, has severed all connections with the company and is disposing of his stock interests.

The board of directors now consists of Barker, E. T. Allen, and B. C. Boer, all of the Cleveland, Ohio, area, and of Arden Givens, Paul E. Thomas, and Willis G. Pehl, all of Chehalis, Wash.

New officers elected at the January meeting are: B. C. Boer, chairman of the board; E. T. Allen, executive vice-president; and J. C. McClelland, secretary. Willis G. Pehl continues as vice-president—production. Paul E. Thomas continues as treasurer.

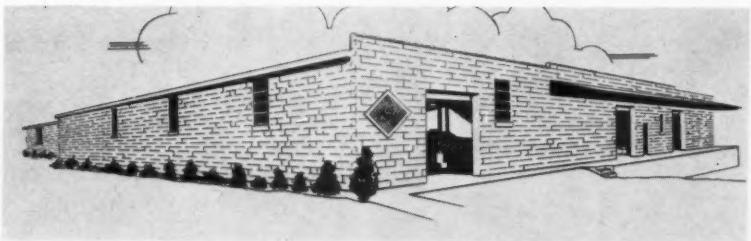
The Perma Products Co. is one of the world's major manufacturers of stained red cedar shingles and siding panels for exterior sidewall use. General sales offices are located at 20310 Kinsman Road, Cleveland, Ohio. The main manufacturing plant is located in Winlock, Wash. Subsidiary plant operations are at Chehalis, Wash., and Vancouver, B. C.

Inland Steel in La.

A New Orleans sales office and sub-warehouse have been opened by Inland Steel Products Co. This Milwaukee firm manufactures Milcor steel building products and Lok-Rib steel buildings.

Ben F. Kracht has been appointed district manager in charge of the

PHIFER EXPANDS SCREEN LINES IN NEW PLANT



IN THIS NEW PLANT in Tuscaloosa, Ala., the former Phifer Aluminum Screen Co. has been expanded and transformed into Phifer Wire Products. The owner is Reese Phifer and the general manager is Gordon Lawless.

This company now manufactures galvanized insect screening, as well as aluminum screen. Phifer ships the screen aluminum wire throughout the nation.

Wire is drawn in a separate plant behind this modern building of concrete-block masonry. The spools of wire are woven into insect screening on modern looms. Screening is galvanized in this new plant, which has its own private water system.

Phifer has perfected a new Flat-Lok selvage edge on its aluminum



LAWLESS

PHIFER

screening. By weaving the selvage wire alternately over and under the weft wires, they are securely locked in place. This results in flat-lying wire with greater strength.

New Orleans office. It is part of Inland's St. Louis Branch office and warehouse. With Inland Steel since 1942, Kracht attended the Stratford Business School, Buffalo, and the University of Buffalo.

Philadelphia Site of Materials Handling Show

Thirty-two speakers from all types of industries will lead discussions at the seventh National Materials Handling Conference. Sponsored by the American Material Handling Society, the conference will be held in conjunction with the National Materials Handling Exposition at Convention Hall, Philadelphia, April 29-May 3. About 250 companies will exhibit.

More than 100 types of materials handling equipment will be demonstrated under simulated plant conditions. The conference will emphasize systems of handling, rather than any particular type of equipment.

Weatherstrip Officers

Elmer Barringer, president of the Barland Weatherstrip Material Co., Cleveland, Ohio, recently was elected president of the Weatherstrip Research Institute. WRI is a trade association composed of 19 manufacturers of metal weatherstripping.

Elected first vice-president was Harry Zegers Jr., Chicago. Other officers are Charles F. Smith, Memphis, second vice-president; Richard P. Rodenbaugh, Memphis, secretary; and Walter F. Michals, Chicago, treasurer.

Grover Klee, Riverside, Ill., was re-elected executive secretary of the organization.

Prizes for New Uses of Woven Wire Cloth

A new usage of woven wire cloth (like insect screening) may win its originator from \$50 to \$150 if photographed and properly described. All accredited students of a school or college of design, engineering, architecture, or related fields are eligible for this contest, which is sponsored by the New York Wire Cloth Co., York, Pa.

Entries must be submitted by April 30. There are four prizes. First prize is \$150. Second prizes of \$50 each will be awarded in the three categories of consumer products, industrial products, and architectural products.

To be considered in the contest, the wire cloth must be woven in a mesh from 4 to 30 wires per inch. Wires must be steel, aluminum, or bronze, in diameters from 0.009 to 0.020 inches.

MODERN BEAUTY AND DESIGN

in the Popular



Removable — Sliding

Consumer
Literature
Available



Rock Island

MILLWORK COMPANY

ROCK ISLAND, ILLINOIS

Manufacturers of: Rimco "Vent," Rimco "View," Rimco "Glide," Rimco "Slide," Rimco "Casement" and Rimco "Basement" Weatherstripped Wood Window Units . . . Styldor . . . "Combination" Styldor . . . Combination Storm Sash and Screen Units . . . Garage Doors . . . Plus, a Complete Line of Stock W.P.P. Millwork.

REVOLUTIONARY!

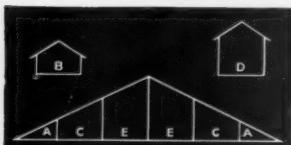
LoManCo Sectional Louvers



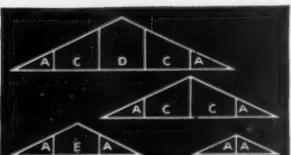
Sections of a large louver are assembled quickly using slip-joint fasteners to hold them together.



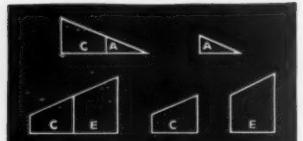
Even a large model is easy for one man to handle and install without any assistance.



Shown above basic 8 section set:



Typical variations using sections as parts of triangular ventilators



Separate sections can also be used alone or as parts of odd-sized louvers

Introducing an entirely new concept of louver design and construction. Louvers made up of sections—which can be used in different combinations to make up ventilators with from 21 to 614 sq. inches of free area, from 2 to 12 feet in base length . . . which can be easily assembled and installed by one man in a few minutes . . . which can be installed in the rough opening either as one unit or piece-by-piece!

AN AMAZINGLY VERSATILE NEW DESIGN

By combining the 8 basic 2 ft. sections of the new LoManCo Sectional Louver in different ways, a builder can make up over 25 triangular and odd-sized ventilators. Automatically, when a builder has one set of these versatile louver sections he has a ventilator for use in any one of a hundred different ways—for standard gable end installations . . . for problem type, hard-to-fit installations. No other product on the market answers so many ventilating needs so well.

A QUALITY PRODUCT

New LoManCo Sectional Louvers are made of heavy gauge, rust-proof aluminum. Each section is completely assembled, and comes with 8x8 mesh bug screens installed. When sections are to be used together, specially designed aluminum slip-joint fasteners fit over the flashing edges, holding sections firmly together.

AVAILABLE IN COMPLETE SETS OR BY INDIVIDUAL SECTIONS

New LoManCo Sectional Louvers may be purchased in complete 8 piece sets, by individual sections, or in 2, 4, or 6 section sets to meet specific ventilating needs. They are available for both 4" and 5" rise per ft. roof pitches.

Get all the Facts about the building industry's most revolutionary new idea in ventilation. Ask your jobber or dealer for complete information, or write today for literature and details.



Complete assembly and installation of this 8 foot, 4 section model was completed in only 8 minutes.

WORLD'S LARGEST EXCLUSIVE LOUVER MANUFACTURER

LOUVER MANUFACTURING & SUPPLY COMPANY
3603-SB WOODDALE AVENUE • MINNEAPOLIS, MINNESOTA



**Wolfe New S. E. Manager
for Yale and Towne**

Appointment of William W. Brasier of Los Angeles, Calif., as special assistant to the general sales manager of the Yale Lock and Hardware Division was announced in Nashville, Tenn., on January 16 by James D. Young, general sales manager, at a national sales meeting of Yale and Towne's lock and hardware field sales personnel.

Harry G. Talgo of Meridian, Miss., who had for the past six years served as Southeastern regional manager, was appointed West Coast regional manager to succeed Brasier.

William C. Wolfe of Leeds, Ala., who had been a Southeastern territory salesman for two years, succeeded Talgo as Southeastern regional manager.

Martin T. Dickenson of Decatur, Ga., a contract hardware specialist, has been advanced to district sales supervisor for the Southeastern region.

Bilt-Well Contest Winners

Winners of the nation-wide 1956 Bilt-Well Builders Contest have been announced by Allen E. Stoltz, public relations and advertising manager of Carr, Adams and Collier Co. In Dubuque, Iowa, this firm manufactures Bilt-Well awning windows, double-hung windows, kitchen and storage cabinets.

The grand prize-winner, from Spokane, Wash., won an all-expense paid vacation trip for two to Europe. Five regional winners included Loren W. Benton, San Antonio, Texas.

Lumber dealers were eligible for prizes for supplying Bilt-Well products used in the winning installation. Dealers who won all-expense paid trips included Standard Lumber Co., San Antonio, Texas.



SUPERIOR
RESISTANCE TO
Discoloration

MONARCH METALANE WEATHERSTRIP

The discoloring of surrounding woodwork, painted surfaces, stone and masonry by metal weatherstrip, and the deterioration of the weatherstrip itself by rain, snow, dirt and air-borne chemicals, was always an aggravating problem for property owners. However, Monarch's development of MetaLane®, with its glass-like and non-staining surface, provided not only a perfect answer to this problem®, but also brought corrections for many other bothersome deficiencies of ordinary weatherstrip.

The aluminum alloy from which MetaLane is made, is produced to Monarch's rigid specifications for strength, hardness, formability and resiliency. On delivery, it is first inspected, then cleaned and surface etched. It is then processed through a continuous strip anodizing machine, using sulphuric acid as an electrolyte®. Finally, the billions of sub-microscopic pores in the anodic oxide coating are permanently sealed with a special lubricant. Although substantially like Alumilite®, the production of MetaLane incorporates several addi-

tional stages that greatly improve its service characteristics.

Besides its exceptional freedom from discoloration and staining®, MetaLane has extreme resistance to corrosion®, abrasion and wear, will not collect dust and dirt, keeps its like-new appearance, and retains its efficient weather-tight seal for the life of the windows and doors on which it is installed. Be sure the door and window units you buy and sell are equipped with Monarch MetaLane Weatherstrip for the maximum in value, service and durability.

① "... an electrolytic oxide coating . . . is particularly effective in stopping any staining or darkening . . ."—"Anodic Coating Of Aluminum" by J. D. Edwards, Aluminum Company of America.

② "... the advantages of oxide coatings made in sulphuric acid electrolytes . . . offered substantial improvement over other coatings."—*Ibid*.

③ "... anodic oxide coatings provide effective protection against weathering and corrosive attack."—"Anodic Coatings On Aluminum" by F. Keller and J. D. Edwards, Aluminum Research Laboratories, Iron Age, Nov. 1956.

④ "Anodic Coatings . . . provides greatly increased resistance to abrasion."—*Ibid*.

MONARCH METAL WEATHERSTRIP CORP. • 6343 ETZEL AVE. • ST. LOUIS 14, MO.

HOW

HEATFORM

The Superior Heat
Circulating Fireplace Unit

HELPS SELL HOMES

Ninety percent of the people building or buying homes want a fireplace.

They expect the designer and builder to give them a fireplace that will deliver to the home the largest possible volume of smoke-free heat. There is only one way to meet these specifications and that is to build the fireplace around the HEATFORM unit.

Countless thousands of home owners now enjoying the comfort provided by the HEATFORM fireplace, with economy of fuel consumption, are telling their friends and neighbors, "Don't buy or build a home without a HEATFORM heat circulating fireplace."

A HEATFORM fireplace costs but little, if any, more. It is a complete double-walled form, built to proper angles and dimensions. It consists of firebox, throat, smoke-dome, and properly hinged and operated damper. It is a perfect guide for the masonry walls (hearth to flue), replacing some materials and time necessary to construct the ordinary fireplace... a matter of vital importance to the multiple home builder.

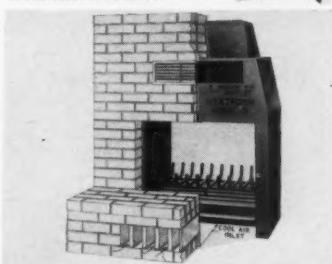
HEATFORM is the only heat circulating fireplace unit made in four models and various sizes to accommodate both conventional and multiple opening fireplaces. The smart builder is capitalizing on the 35-year reputation of HEATFORM and has found a HEATFORM fireplace is one of the major selling features of the home. HEATFORM is your insurance against heat waste and smoke trouble.



MODEL "A" with front warm-air outlet for greater heating efficiency and economical installation. Warm air could be taken from side outlets and through the mantel shelf or carried to the ceiling height, if desired.



MODEL "S" corner fireplace, with view of fire from front and either side. Model "M" (not shown) provides view of fire from front and both sides.



MODEL "D" for fireplaces serving two rooms, with a cool-air inlet and warm-air outlet in each.

Exclusive HEATFORM Advantages:

- ribbed reinforced boiler plate firebox for greater strength and appearance
- all metal parts beneath chimney sealed with masonry against corrosion caused by moisture contact
- greater air inlet and outlet capacity and contact of air to all heating surfaces removes heat rapidly to prevent metal from reaching deteriorating temperatures
- more heating surface. Air chambers surround the firebox and also the upper throat, with connecting air passages through and at each end of the throat, to eliminate dead air pockets and increase velocity of air circulation
- friction control holds damper in any desired position

Write Today

(identify your profession or trade) for Complimentary Filing Kit of complete information on HEATFORMS and SUPERIOR FORM DAMPERS. This kit contains our book of national prize winning HEATFORM fireplace designs.

SUPERIOR FIREPLACE CO.

Dept. SBS 571

4325 Artesia Ave.,
FULLERTON, CALIF.

Dept. SBS 571

601 North Point Rd.,
Baltimore 6, Md.

'DREAM STORE'

(Article begins on page 38)

lying five miles east and a little south of the Tulsa shopping district. To the south of the tract that is now being developed industrially, lies another 160 acres for future industrial development. All 320 acres are completely ringed by residential developments.

The tract occupied by the plant is irregular in shape. It is 600 feet deep and has 300 feet of frontage on Sheridan, at the intersection of 13th Street. The main building, of Arkansas Rainbow stone, is 100 feet across the front by 70 feet deep. It provides 5,000 square feet of sales floor space. Under this main roof is an additional 2,000 square feet for offices.

The floor is of vinyl tile. Recessed spotlights are used to illuminate merchandise in five plate-glass bays fronting the principal exposure. Other lighting is of recessed fluorescent, behind diffusing glass panes in the acoustical ceiling.

As a flanker at the north extreme of the 300 feet of frontage is one lumber shed, only 24 feet wide at the front, but 330 feet deep. Between this shed and the main building are two driveways. One, next to the shed, is uncovered.

The main driveway, roofed to a depth of 70 feet, is 32 feet wide with raised four-foot walks on either side. Heavy merchandise usually transported by customers is stacked here for convenience.

An electrically-operated overhead door, 38 feet across, is the largest ever built for the purpose by the door company.

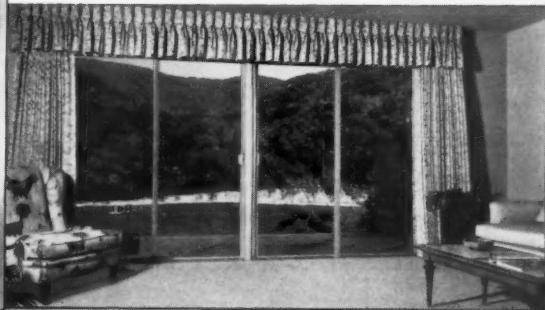
Between the two drives sits a building that serves as storeroom for light merchandise and also for the finishing of fixtures and other items produced by the carpenter shop. But the front of this structure, 40 by 70, is used expressly for the display of built-in kitchens.

Behind this front-line exposure is another shed, 24 by 230, and the carpenter shop, 30 by 48, where millwork and fencing are produced.

There are two steel warehouses. One, 80 by 160, has a concrete floor, dock high, and 14-foot side walls. Another is 30 by 160, with 12-foot side walls.

Yard facilities are arranged so that eight freight cars may be

Did you say
Low Priced?



Yes...we said
low priced!

Plus all these added
extra features...

- ★ COMPLETELY WATER-TIGHT
- ★ UNHANDED SLIDING UNITS
- ★ ALUMILITE FINISH
- ★ UNSURPASSED BEAUTY



The new Capri CADET is lowest in price but not in quality. *Never before* has a quality all-aluminum door sold for such a low price and had so many excellent extra features. The new Capri CADET is tailored for easier, simpler handling in your marketing system. Its design gives you *extra profits* with less inventory! The Capri CADET sliding glass doors give you all the competitive advantages of a superior low priced, trouble-free installation with the quality performance and sales appeal demanded by the most budget-minded builder! Longer profits for the dealer and more satisfied home owners are proven results of the Capri line of Sliding Glass Doors. Sell with pride the all new Capri CADET with the outside slide!

Write for complete details on the profit making Capri line.

Capri
CADET
ALL ALUMINUM SLIDING GLASS DOORS

T. V. WALKER & SON, INC. 217 N. Lake St.—Burbank, Calif.

Dept. C-37

Please send information.

Budget Priced Capri Cadet

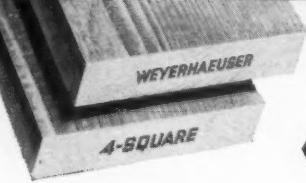
Custom Deluxe Capri Continental

NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____



why builders look for this
brand name on

West Coast Hemlock

Builders who know good lumber appreciate West Coast Hemlock because it is light and strong, easy to work, and is relatively free from pitch pockets. More and more dealers see in Weyerhaeuser 4-Square Hemlock an ideal species for light frame construction—which builders readily accept. (Hemlock's beautiful light color and straight grain are other important features.)

There are several reasons for this growing popularity of West Coast Hemlock. The well-known Weyerhaeuser 4-Square trademark means that the wood has been scientifically seasoned. Kiln-drying assures greater stability, long life, and excellent finishing characteristics. In addition, this lumber is manufactured with precision, accurately graded, and carefully handled and shipped—whether it is for framing, sheathing, siding, flooring, paneling,

or any of the many other uses where Hemlock serves so well.

Lumber dealers find that it is profitable to stock and feature Weyerhaeuser 4-Square West Coast Hemlock because of its growing popularity. Ask your Weyerhaeuser District Representative for full details, or write for literature.

Weyerhaeuser Sales Company
ST. PAUL 1, MINNESOTA

WEYERHAEUSER
4-SQUARE

unloaded simultaneously on the railroad spur.

In the warehouse and throughout the modern yard, practically all lumber and other building materials are unitized on pallets, or packaged and stored, so that the units may be handled by fork-lift truck.

Hope will employ two fork-lifts in this new Tulsa yard. One is of four-ton capacity and a new one, of 15,000-pound capacity, soon will be placed in service.

The entire yard — even the shed "floors" — is paved so smoothly with asphalt that drainage is perfect in wet weather.

Manager Kelly says what he sought to achieve was a complete, one-stop building-supply yard under one roof.

Since occupying the new location, this Hope store has added a light plumbing line to its continuing paint, hardware, building materials, and the kitchen departments.

The Hope firm now has two stores in Tulsa, one each in Porter and in Pryor, and one in Muskogee, which is headquarters for the Oklahoma line-yard dealership.

Other officers of the company are: L. F. Rooney of Tulsa and Muskogee, president; Waldo A. Voorhies of Muskogee, executive vice-president; L. F. Rooney Jr., vice-president; John Rooney, secretary; L. A. Hurd, assistant secretary and Muskogee yard manager.

STORE PAYS OFF

(Article begins on page 40)

customer, with a run of the displays. When practical, Sikeston Lumber Company salesmen will bring in samples of items under discussion.

The contractor's room not only increases traffic, since entrance is through the front of the store, but it also increases the number of persons who are favorably impressed with this dealer's service and merchandise.

So four years after the sounds of hammers have died away — and the public has grown accustomed to the store's new looks — what is the result in the accounting department? "I wonder why we didn't do it sooner," said Manager Conn. He is a colonel on the staff of James T. Blair Jr., governor of Missouri.

LOW Cost! HIGH Price Appearance

Vulco's

ALL-NEW OVERLAP ALUMINUM WINDOWS

- 1 MASTER FRAME — DOUBLE Weather-stripped, Inserts ride on VINYL.
- 2 Screen and Sash INTER-LOCK at Meeting Rail.
- 4 Rattle-proof and Dust-proof.
- 5 Extruded Master Frame is quickly assembled with corner gussets, requires no rivets or screws.
- 6 The New Vulco OVERLAP Windows furnished on Vulcan's Semi K-D Plan assures Quick Delivery of any size with small inventory.
- 3 POSITIVE LOCK in any position.
- 7 Low Cost! with high price appearance.

BUY FROM

Vulcan
METAL PRODUCTS, Inc.

Member: "National Association of Manufacturers"
"Frame Screen Manufacturers Association"
QUALITY GUARANTEED — MAIL COUPON TODAY

NEVER your COMPETITOR



To: Vulcan Metal Products, Inc., Dept. SBS
2801 6th Avenue, South
Birmingham, Alabama

Please send me complete information about VULCAN Quality Products and VULCAN Service. No obligation.

NAME _____

ADDRESS _____

CITY _____ STATE _____

Sales Offices: Atlanta, Ga.; Birmingham, Ala.; Boston, Mass.; Chicago, Ill.; Houston, Tex.; Kansas City, Mo.; New Smyrna Beach, Fla.; Summerville, N. J.; York, Pa.

Among Manufacturers

(Continued from page 76)

TRENTON, N. J.: Edward F. Sutphin is new president of the Skillman Hardware Mfg. Co. of this city. Under his leadership, a group of investors acquired the firm from the Wheaton family. Raymond Perrrott is secretary and Janet Crowther is treasurer. The new sales promotion and advertising program will emphasize the Skillman slogan: "It's

not a lock unless it has a dead-bolt."

DALLAS, TEX.: A Texan and former newsman, Frank LeBeau, helms the new regional office here to service public relations programs in the state for members of the Tile Council of America, Inc. The Council is a national association of 26 ceramic tile manufacturers headquartered in New York.

NEW YORK, N. Y.: LeRoy A. Petersen, president of Otis Elevator Co., has been elected a member of the board of directors of the Ruber-

oid Co., a producer of asphalt and asbestos building materials.

CHICAGO, ILL.: Fred W. Rexford has been appointed director of sales of the complete line of stainless steel sink tops and bowls for the Elkay Mfg. Co. here.

SHEFFIELD, ALA.: Roy Gullett is now serving as manager of the Customer Service Department of the Southern Sash Sales and Supply Co., manufacturers and nation-wide distributors of Ualco aluminum windows and Sashco building materials. Formerly in the firm's credit departments, Gullett coordinates services of the firm's several departments behalf of customers.

ATLANTA, GA.: Exclusive new manufacturer's agent for the Albritton Engineering Corp. of Houston, Tex., in Georgia, South and North Carolina, and West Tennessee is Keenan and Co. From offices at 775 Ponce de Leon Place, N. E., in Atlanta, Keenan will sell Alenco Aluminum single- and double-hung windows, window walls, and Britt sliding glass doors. Albritton is a member of the Aluminum Window Manufacturers Assn.

HOUSTON, TEX.: Al E. Cudlipp, vice-president of the Lufkin Foundry and Machine Co., Lufkin, and secretary of the Texas Lumber Manufacturers Assn., has been appointed a director of the Houston branch of the Federal Reserve Bank of Dallas. Cudlipp succeeded Herbert G. Sutton, prominent east Texas lumberman, on the FRB board.

Another good reason why it pays to be a **Dickey Dealer**

DICKEY DEALER



**They're all
your customers...
when you sell the complete Dickey Line**

Everyone concerned with home and factory building is a potential customer of yours when you sell the complete line of Dickey Clay Products. Small diameter Dickey Perma-Line vitrified salt-glazed pipe and fittings for plumbing contractors and homeowners. Septic tanks, sewer pipe and drain tile for farmers and folks living in outlying districts. Flue lining and wall coping for home and building contractors. These groups . . . and many more . . . are your customers when you sell the complete line of Dickey Perma-Line Pipe and Dickey Products.

Providing improved sanitation for better living

W. S. DICKEY
CLAY MFG. CO.

Birmingham, Ala., Chattanooga, Tenn.,
Kansas City, Mo., Meridian, Miss.,
San Antonio, Tex., Texarkana, Tex.-Ark.

**Dickey Sanitary
Salt-Glazed Clay Pipe**
ALWAYS IN DEMAND

If it's made of clay it's good . . . if it's made by Dickey it's better



ARTHUR R. REID is new assistant general sales manager of Masonite Corp., Chicago, Ill. A graduate of the University of Alabama, he was assistant to the general sales manager of Masonite for three years. Joining the company in 1947, Reid began as a dealer salesman.

**EVERYBODY
IS YOUR PROSPECT
FOR**

MASONITE

PEG-BOARD

PANELS AND FIXTURES



Everybody who comes into your place of business can use Peg-Board® panels and fixtures—somewhere. Carpenters and contractors. Home owners. Hobbyists. Display men and merchants. Interior decorators. Farmers. Plant maintenance men. Buyers for

schools and other institutions. Everybody.

For handsome, steady profits, promote the Peg-Board system—regularly. Many types, thicknesses and sizes. Over 75 profit-making fixtures. Plenty of good merchandising helps, too. Send the coupon.



©Masonite Corporation—manufacturer of quality panel products.



MASONITE CORPORATION

Dept. SBS-3, Box 777, Chicago 90, Ill.

Please send me more profit information about Masonite Peg-Board panels and fixtures.

Name.....

Firm.....

Address.....

City..... State.....

Zone..... County.....

WHOLESALE NEWS

Wholesalers to Meet in New Orleans in May

The National Building Material Distributors Assn. will hold its national spring meeting at the Jung Hotel in New Orleans, La., May 15-17. Between 600-700 persons are expected to attend.

Round-table discussions are planned on steel and merchandise wire products; asphalt roofing; insulation board products; lumber and mill-work; and specialty items. In addition, group discussions will be held on trucking costs, compensation and incentive plans, and costs of doing business.

New Houston Wholesalers

Jones and Whatley Lumber Co., at 1430 N. Rice in Bellaire here, is a new wholesale firm formed by partners Ken Jones and Weldon Whatley. The company will stock Southern yellow pine, oak flooring, Douglas fir, red cedar shingles and shakes for dealers in the upper Gulf Coast area.

Jones was an officer and manager

of the Maurice Angly Lumber Co. for 10 years.

Whatley, who began his lumber career 23 years ago, was general sales manager of the Angly firm.

S. E. Lumbermen Elect Springle Vice-President

At the 27th annual meeting of the Southeastern Lumbermen's Club held at the Biltmore Hotel in Atlanta, Ga., in conjunction with a three-day Federal government lumber auction, Sam E. Houston Jr., of Atlanta, was re-elected president, and Ethalind McCarthy of Jacksonville, was re-elected secretary-treasurer.

New vice-president is L. Bryan Springle, of Gainesville, Ga.

Directors for 1957 include T. B. King, Aiken, S. C.; N. D. Sappfield, Montgomery, Ala.; C. C. Grimes, Augusta, Ga.; Wiley Sholar, Greensboro, N. C.; James W. Howard, Atlanta, Ga.; Walter Pearson, Tuscaloosa, Ala.; and Kaga Humphrey, Montgomery, Ala.

The next meeting will be the an-

nual joint meeting and golf tournament of the Carolina-Virginia Lumbermen's Club and the Southeastern Lumbermen's Club, April 8-9, at the Bon Air Hotel in Augusta, Ga.

Huttig Buys American Sash and Door in K. C.

Roy R. Siegel, president of the Huttig Sash and Door Co. of St. Louis, Mo., and Joseph H. Hoodin, chairman of the board of the American Sash and Door Co. of Kansas City, Mo., last month jointly announced the acquisition by the Huttig firm of the operating assets and business of the American firm.

The business of the American Co. is to be continued by the purchaser under the same management and personnel as in the past, the officials said.

The American Sash and Door Co. was established in 1905 to supply dealers. Samuel S. Edwards will continue as its president. He said Huttig will improve and expand facilities at Kansas City for better service to customers of the American company.

The Huttig Sash and Door Co., established in 1885, operates not only in the St. Louis area but throughout the South, Southwest, and in Ohio—with plants and warehouses in 14 cities.

BINSWANGER STAGES 'REBEL RALLY' FOR 'GLASS MEN' IN JACKSON

NEARLY 125 "GLASS MEN" attended the 38th annual sales meeting of Binswanger and Company (of Tenn.) at the Edwards Hotel recently in Jackson, Miss. Salesmen and managers from this building product distributor's branches in Shreveport, New Orleans, Memphis, Little Rock, and Jackson, engaged in the Rebel Rally to set their "Sights Up for '57."

Principals in the three-day parade of product showmanship are seen

below. General chairman was "Colonel" Gordon E. P. Wright.

The sales meeting featured a series of round-table clinics. President Milton Binswanger moderated the management clinics. Bob Clayton and Lee Prather led the contract sales clinics. Norman Bills, Ray Lange, and Clay Johnson moderated the general sales clinics.

Branch managers and salesmen saw displays and demonstration of new products. Among these were

plate glass, sliding glass doors, store fronts, glass blocks, aluminum jalousies, shower doors, and tub enclosures.

President Binswanger declared that "our company is particularly pleased to hold our 1957 sales meeting in Jackson, the home of our newest branch. Jackson has a tremendous growth potential, and we hope through our improved facilities to play an increasing part in its development."

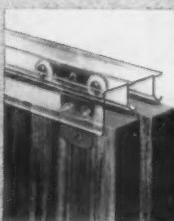


PROFITS GROW WITH GRANT'S NEW PRODUCTS

the remarkable **GRANT FOLDING DOOR**

designed by Paul McCobb, noted product designer, the Grant Folding Door is *the only* door with a solid core $\frac{3}{16}$ " thick, to which is laminated a textured vinyl fabric. It is a *real* door that folds!

- solid core, you can knock on it!
- friction catch supplied
- can be trimmed with hacksaw for undersize openings
- in selected sizes and colors
- backed by the greatest Grant promotion ever, including the power-packed Grant Folding Door Sales Kit!



the unique **ROCKET 6000** *reversible* *Sliding Door Hardware*

The Rocket 6000 line is for doors weighing up to 75 lbs. Quick, easy installation means no questions, field trips or call-backs.

- reversible for $\frac{3}{8}$ " or $1\frac{1}{8}$ " doors for inventory economy
- male and female carrier grooves insure positive, non-slip engagement
- adjustments made *within* carrier, not door
- track design prevents jumping
- fifteen hardware sets, including fascia track sets available

*pat. pend.

Write for the *Folding Door Sales Kit*, descriptive specification folders and promotional material or for the *Grant Reference Catalogue*; 108 pages of important data on Sliding Hardware.

Outstanding single source for Sliding Hardware



**PULLEY AND
HARDWARE CORPORATION**
Sliding Door Hardware • Folding Doors • Tub Enclosures
Drapery Hardware • Sliding Door Pocket Frames • Pulls
Sheaves and Tracks • Drawer Slides • Special Sliding Devices

GRANT PULLEY AND HARDWARE CORPORATION • 31-35 Whitestone Parkway, Flushing 54, New York • 944 Long Beach Avenue, Los Angeles 21, Calif.

**Brand NEW and
Brand KNOWN**



with a
real
wallop
at the
point of
sale!

Here . . . point-by-point . . . are specific reasons why Columbia Tubular Aluminum FRAME SCREENS promise to become the biggest selling frame screens in America today:

- **The market is unlimited:** These screens fit all types of windows . . . wood or metal.
- **The market is dynamic:** Every new home, and approximately 10% of all existing homes in your trading areas, will need new screens this year. That makes both builders and consumers prime prospects.
- **The design is better:** Heavy gauge aluminum, rugged reinforcement and attention to detail are factors that insure these screens against warping, promise better appearance over the years. Installed from either inside or outside, "Quicke Brackets" make installation quick and sure, even for the homeowner.
- **You can't "run-out":** Marketed nationally, competitively priced, you will never "run out" of Columbia Frame Screens at just the wrong time. These screens are always immediately available—you're within overnight delivery service—from our assembly points at Richmond, Va., Atlanta, Ga., St. Louis, Mo., Los Angeles, Calif., Minetto, N. Y.
- **A leading "Brand Name":** Columbia has a rocklike reputation for integrity of product and sales, stands behind its products from warehouse to installation.

For complete details on Columbia Frame Screens, consult your local distributor, or write to

THE COLUMBIA MILLS, INC.
Dept. 33F, Syracuse, New York

Drop in and see us at Booth A93, Charlotte, March 12, 13 & 14.



150 Binswanger Sales People Briefed at Two-Day Richmond Meet

"Promote in '57 — Demonstrate in '57 — Sell in '57!" Binswanger salesmen, branch managers, and other personnel were so urged by signs all around the Hotel John Marshall auditorium and by factory officials and Binswanger management at the sales meeting of the Eastern Division of Binswanger and Co. in Richmond, January 25-26. During its 85 years of service, this firm has become "the largest independent glass distributor in America." It has 20 plants and warehouses spread throughout the South-Southwest.

Typical of the participants in this annual sales con-fab are the quintet seen above. From left, they include Tom Vincent, Executive Vice-President Millard Binswanger, Ed Scott, Joe Nadler, and Harry Marsh.

Vincent had just been promoted from branch manager of the Macon, Ga., warehouse to vice-president in charge of Eastern Division warehouse operations. He was succeeded by Scott as Macon manager. Marsh was the "newest" Binswanger salesman at the annual meeting. He travels for Binswanger out of the Greensboro, N. C., branch.

Nadler, vice-president in charge of sales, planned and conducted the two-day sales meeting around the theme shown on the posters — "Promote in '57 — Demonstrate in '57 — Sell in '57!"

Along with the luncheon sales discussions and reporting sessions by the field salesmen, the hit of this sales meeting was the Binsky Little Theatre program. Entitled "The Maturing of I. M. Slostart," it dramatized the clinching of a good dealer account for Air-Seal wood window units. The play was narrated by Al Faber, who was co-author with Vice-President Nadler.

Seen in the scene, below, from the sales drama are Cal Morris, Binswanger's "Slostart" salesman; Cecil Rhodes, "Young Upstart" dealer salesman; Mrs. Martha Harmon, "Wanna Best" homebuyer, and her daughter. Other Binsky folks in this drama were Boyd Mayer, contractor, and Bob Pascal, architect.

New building products for Binswanger men to sell in '57 were presented by officials of the Libbey-Owens Ford Glass Co., Logan Co., Leigh (Air Control) Products, Malibu Manufacturing Co., Sun-Sash, Carr-Adams & Collier, Columbia Mills, and other producers.



Cooperation Between Dealer and Wholesaler Advocated by Van Kirk

Closer cooperation between dealers and their wholesale suppliers was advocated by S. M. Van Kirk, general manager of the National Building Material Distributors Assn., in a panel discussion at the Illinois dealer convention in Chicago last month.

Other participants in the panel included Paul B. Shoemaker, Masonite sales executive; Fred E. Bissell Jr., Carr, Adams & Collier sales vice-president; Joseph Evans, Buffalo, N. Y. wholesaler, and Sam. M. Arnold, Kirksville, Mo., retailer and past-president of the Southwestern Lumbermen's Assn. The panel was moderated by Don A. Campbell, executive vice-president of the Kentucky dealer association.

"Cooperation means literally working together," Van Kirk emphasized, "and involves duties and responsibilities for all parties concerned — not just lip service. For efficient distribution we believe that each segment of the industry must be honest with the other. The wholesaler must have confidence in the retailer, and the retailer must have confidence in both the wholesaler and the manufacturer."

Van Kirk advocated these points in summarizing his panel speech:

1. The wholesale distributor must be compensated for the services he performs.

2. There must be complete honesty between the manufacturer, the distributor, and the dealer.

3. We should stress the importance of written statements of the merchandising policies of both the manufacturer and the wholesale distributor, and see to it that they are rigidly adhered to.

4. The retail dealer should avoid purchasing from suppliers who are selling their customers. There's no producer in today's market that does not have competition.

5. Let us strive for profitable volume rather than volume at any price."



SOUTHERN BUILDING SUPPLIES

"You know . . . he's never been known to lose a customer!"

You can't beat its NAME or Quality

America's
#1
TENSION
SCREEN

Columbia-matic
ALUMINUM
TENSION SCREEN

Year after year the Columbia-matic tension screen leads the nation in screen sales. The reasons are extremely obvious:

Nobody—but nobody—has the "brand-name" respect that the Columbia-matic enjoys . . . years of continuous promotion in leading trade and consumer publications have built the "brand-name." And over 60 years of integrity of product and sales have built respect for the name Columbia.

Columbia-matic volume sales are built on additional point-of-sales pluses:

1. As a dealer for Columbia-matic Tension Screens, you are equipped to sell not only standard sizes out of stock, but can be equipped to cut special sizes from stock, without delay.
2. Your market is two-fold: builders like the time saving, money saving features of the Columbia-matic; consumers like its many time, money and labor saving features.
3. You are no more than 48 hours' delivery time from Columbia's strategically located assembly points.

YOUR PROFITS LIE HERE

- As much as 60% mark-on of cost.
- Minimum inventory required.
- Easy warehousing.
- Low shipping costs.
- No out-of-store service.
- Strong dealer backing.

ACT RIGHT NOW

For complete details on Columbia Frame Screens, consult your local distributor, or write to

THE COLUMBIA MILLS, INC.
Dept. 33T, Syracuse, New York

Drop in and see us at Booth A93, Charlotte, March 12, 13 & 14.

We made extra profit
4 ways* with

Versa Railing®

THE ONLY COMPLETELY ADJUSTABLE
WROUGHT IRON RAILING PRE-PACKAGED
FOR THE DO-IT-YOURSELF MARKET...



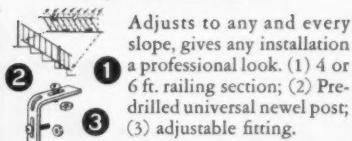
Charles J. Stein
President
Roberts Wholesale Co.
Wheeling, W. Va.

- * No Large Inventories
- * No Complicated Ordering
- * No Detailed Measuring or Diagramming
- * Increased Home Improvement Sales

Complete Versa Railing package makes planning, selling, installing easy. Unique sale and planning charts, display cards, free literature, complete advertising program, and illustrated instruction sheets are provided. Versa Railings are a natural impulse item bringing you high profits!



**Only 3 basic parts mean
easy installation**



FREE DEMONSTRATION DISPLAY

Versa Products Company
Lodi 4, Ohio

Send details of Versa Railing program to:

NAME	
FIRM	
ADDRESS	
CITY	STATE
JOBBER	

STRICTLY WHOLESALE

GREENVILLE, S. C.: An "open house" heralded the new distribution warehouse of the **United States Plywood Corp.** at Rutherford Road and Weldwood Boulevard, at the end of North Main Street. The warehouse contains 18,000 square feet of space. Doug Purcell is branch manager.

MEMPHIS, TENN.: **Walter R. Jones**, hardwood lumber manufacturer and wholesaler, was re-elected to serve a second term as president of the Tennessee Club. It is this city's oldest social organization, formed in 1876.

COLUMBIA, S. C.: **Metal Distributors, Inc.**, 1084 Bera Road, is the first distributor of aluminum products exclusively in South Carolina. The organization has been appointed to represent the Revere Copper and Brass, Inc., New York, N. Y. Earl W. Stradtman is president of the local firm.

NEW ORLEANS, LA.: **Dealers Wholesale, Inc.**, has moved to a new location at 1120 S. Claiborne Avenue here. The firm's new plant provides a more convenient location, easy parking, new lines, better service, more stock, and modern display rooms.

LOUISVILLE, KY.: The **Kentucky-Indiana Lumber Co.**, local

sash and door jobbers and lumber wholesalers, have added a new building materials department. Its manager is Jim Friebert. This firm has been appointed wholesalers of the Celotex line of building products by Marvin Greenwood, vice-president of the Celotex Corp.

NEW ORLEANS, LA.: The **Tulane Hardwood Lumber Co.**, with warehouses here and in Baton Rouge, has been appointed Gulf Coast distributor of Harborite and other plywood products of the Harbor Plywood Corp., Aberdeen, Wash. Louis G. Riecke Sr. of New Orleans, is Tulane's vice-president and general manager.

ATLANTA, GA.: **John McDaniel Wholesale Supplies** at 660 Murphy Avenue, S. W., here have been appointed wholesale distributors of Johns-Manville decorative flooring products in central and northwest Georgia. The firm, of which Herman Gable is sales manager, also wholesales Johns-Manville roofing and other building materials.

AFCO Distributors

Sales Manager Joe Whiteman announces the choice of Warren Brothers of Nashville, Tenn., as local distributors for the A & F Tileboard Co.

Appointed co-distributor with the Arkmo Lumber Co in the Little Rock, Ark., area is the Arkansas Foundry Co. All will wholesale Afco prefinished hardboard panels.

FROM OLD THEATER TO NEW WAREHOUSE



What to do for a warehouse?
In Sheffield, Ala., Southern Sash Wholesale, Inc., bought the old theater, left, and remodeled it into handsome office-display-warehouse seen above. Front end is sheathed with aluminum and enhanced by entrance window wall and big red side signs. Building has 13,500 square feet of space.

HELPFUL LITERATURE

ENGELMANN SPRUCE. Properties, uses, and grades of Engelmann spruce are covered in a 48-page "species book" published by the Western Pine Assn., Dept. SBS, 510 Yeon Building, Portland 4, Ore. Prices are 50 cents for single copies; 30 cents each for six or more.

CONCRETE DESIGN MANUAL. Specifications, data and detailed drawings for complete roof and floor systems, curtain wall back-up, and other building sections is the content of an 80-page design manual on perlite insulating concrete construction. Extra copies of the 18 specification units may be used on the construction site and for contractors preparing bids. Perlite Institute, Dept. SBS, 45 West 45th Street, New York 36, N. Y.

GARDEN TOOLS. Catalog No. 22 carries more than 100 illustrations of Planet Jr. power units and hand tools for lawn and garden. S. L. Allen & Co., Dept. SBS, 5th & Glenwood Avenue, Philadelphia 40, Pa.

SAWS AND TOOLS. Henry Disston Division, H. K. Porter Co., Inc., Dept. SBS, Philadelphia 35, Pa., offers a new catalog on saws, tools, and tape rates, with prices for both consumers and dealers.

SIDEWALL PANELS. A new 8-page catalog (C-100-A) explains applications and specifications of Tectum sidewall panels. They are said to reduce industrial noise with a sound absorption coefficient up to .75. Tectum Division, Peoples Research & Mfg. Co., Dept. SBS, 105 South Sixth Street, Newark, Ohio.

ASPHALT ROOFING. "Fire-Chex Roofing," a new 20-page booklet, gives specifications for 325 strip shingles, 400 Giant individual shingles, and Dura-Topp built-up roofing made by the Philip Carey Mfg. Co., Dept. SBS, 320 S. Wayne Lockland, Cincinnati 15, Ohio. Fifteen pages of large color samples show the Fire-Chex shadow blends and solid tones.

HOME LIGHTING. A revised edition of "See Your Home in a New Light" is announced by the General Electric Corp., Dept. SBS, Nela Park, Cleveland 12, Ohio. This guide tells how to create flexible light for harmonious decorating and living—seeing effects in the home.

NAILS AND NAILING. Two pamphlets have been published by the Virginia Polytechnic Institute Wood Research Laboratory, Dept. SBS, Blacksburg, Va. No. 27 covers "Plain-Shank vs. Fluted vs. Threaded Nails." No. 28 explains "Nailing Of Jamb Assemblies of Wood Win-

dow Frames: Casing, Blind Stop, and Jamb." Both set forth test results on the respective products.

LAMINATED PLASTIC SHEETS. The United States Plywood Corp., Dept. SBS, Weldwood Building, 55 West 44th Street, New York 36, N. Y., has released the first architectural manual on Micarta, dense laminate made by Westinghouse of resin-saturated layers of kraft paper. The manual's six sections cover manufacture, technical data, application, drawings, specifications, and a color and pattern chart.

WATER APPLIANCES. Jet, reciprocating, and submersible pumps and water systems, cellar drainers, and water softeners are shown in a new 40-page catalog No. 571 available from Rapidayton Division, Tait Manufacturing Co., Dept. SBS, 500 Webster Street, Dayton 1, Ohio.

ALUMINUM AWNINGS. Various types of aluminum awnings with harmonizing aluminum shutters are presented in a new illustrated brochure released by Hastings Aluminum Products, Inc., Dept. SBS, Hastings, Mich.

FINGER JOINTING. A new bulletin (No. 700) contains information and recommendations on type of machine to use for finger-jointing with examples of typical wood parts, specifications of standard heads, and dimensioned drawings of standard joints. It is offered by Wisconsin Knife Works, Dept. SBS, Beloit, Wis.

GAS VENT TABLES. A comprehensive guide entitled "Metalbestos 'Safety System' Gas Vent Tables" contains diagrams, sketches, and tables that clarify equipment installation and simplify equipment selection. William Wallace Co., Dept. SBS, Belmont, Calif.

LIFT-TRUCK FILM. The Hyster Co., Dept. SBS, 2902 N. E. Clackamas Street, Portland 8, Ore., offers a 10-minute color-sound film on its "Monomast" single upright-design lift trucks. Faster lifting speed, greater load stability, and improved operator safety are shown.

SPRAY ADHESIVE. Spray-grade industrial Roltite cement is said to turn out more economical jobs due to faster application and drying. It dries ready for bonding in three to five minutes. Coverage is increased enough to bond 150 square feet, with brush or roller application. Midcontinent Adhesive Co., Dept. SBS, Grove City, Ohio.

PLUMBING FIXTURES. A new 40-page catalog covers the complete line of Eljer plumbing fixtures and

Long-Bell
BARN POLES
*put more profit
in your pocket*



Demand continues to grow for pole-type jobs for dairy and beef cattle **pole barns**, for **machinery storage**, in fact for scores of farm and small industrial operations.

Jobs put up with Long-Bell Pressure-Treated poles last longer, look better, sell easier . . . and put more profit in your pocket.

Manufacturers of these other "lifetime" products —

CREOSOTED SOUTHERN YELLOW PINE & DOUGLAS FIR:

POSTS • POLES • PILING
LUMBER • CROSS ARMS • TIES
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There Is No Substitute
For The LB Brand

INTERNATIONAL PAPER COMPANY
Long-Bell
DIVISION
KANSAS CITY, MO. • LONGVIEW, WASH.

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HOW EXPENSIVE ARE "CHEAP" FASTENERS?

Screws and bolts offered to you at "cheap" prices may prove to be the most expensive fasteners you can buy—with their lack of uniformity, frequent breakage, and waste of time.

Your best investment in fasteners is in Southern screws and bolts! Southern fasteners are headed by the cold upset method for strength and uniformity. Slots are precision milled; heads won't mutilate, twist or break off. . . . We know Southern quality is tops — because Southern makes every screw it sells!



Write for Package Stock Guide to Box 1360-SBS, Statesville, N. C.



Wood Screws • Stove Bolts • Machine Screws & Nuts • A&B Tapping Screws • Roll Thread Carriage Bolts • Dowel Screws • Hanger Bolts • Wood & Type U Drive Screws
Warehouses:
NEW YORK • CHICAGO • DALLAS •
LOS ANGELES
Sold Through Leading Wholesale Distributors

brass goods. Colors for the fixtures are white, colonial yellow, chateau gray, tuscan tan, coral blush, twilight blue, pagan red, and pastel green. Advertising Dept., Eljer Division of the Murray Corp. of America, Dept. SBS, 3 Gateway Center, Pittsburgh 22, Pa.

PICTURE FRAMING. For extra business and extra profits, add a picture framing department. A booklet entitled "There's Profit in Picture Framing," tells how. Georgia Art Supply Co., Dept. SBS, 280 Garnett Street, S. W., Atlanta 3, Ga.

UNIT AND WALL MASONRY. The Southern Brick and Tile Manufacturers Assn., Dept. SBS, Candler Building, Atlanta 3, Ga., offers bulletins on "Mortars For Unit Masonry," Vol. 7 No. 11, and "Construction Of Watertight Masonry Walls," Vol. 7 No. 12.

PLASTIC-FINISHED PANELING. The entire line of Marlite plastic-finished paneling for walls, ceilings, and work surfaces is pictured in a new catalog from Marsh Wall Products, Inc., Dept. SBS, Dover, Ohio.

WHITE POCKET LUMBER. "Facts About White Pocket Lumber" is a 7-page illustrated booklet which discusses its use for construction purposes. It presents laboratory findings of the U. S. Forest Products Laboratory to the effect that the fungus dies when the tree is converted into lumber. West Coast Lumbermen's Assn., Dept. SBS, 1410 S. W. Morrison Street, Portland 5, Ore.

LINOLEUM FLOORS. "Armstrong Floors, Walls and Counter Tops" is a 47-page brochure that shows and describes various types of resilient flooring and allied products, with installation specifications. It is issued by the Armstrong Cork Co., Dept. SBS, 4202 Roosevelt, Lancaster, Pa.

Gas Heater Standards

Greater convenience, comfort, and security for the users of gas-fired room heaters is assured by the adoption and enforcement of new gas-fired room heater approval requirements. Published as an American Standard on January 1, the new requirements were developed under the sponsorship of the American Gas Assn. working through the procedure of the American Standards Assn. This publication bears the designated, ASA Z21.11-1956.

"This voluntary effort of private industry in the field of gas appliance and equipment manufacturers marks another achievement toward the national unification of approval requirements which are consistent and designed to benefit both industry and consumer," asserted George F. Hussey Jr., managing director of the American Standards Assn. ASA

serves as a clearinghouse for voluntary standardization in American business and industry.

"Housing in U. S."

Highlights of the nation's housing are presented graphically in a new publication of the Housing and Home Finance Agency. It explains the mid-century inventory, the shift in the housing production pattern, the declining trend in size of the household, construction costs, wages and materials, the soaring home mortgage debt, the nature of the homebuilding industry, and the Federal government's role in the housing market.

The 76-page booklet, containing 32 charts and 21 tables, is entitled "Housing in the United States." It is available from the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C., for 50 cents a copy.

Lifeguard Appoints Sales Representatives



S. D. TATE, left, and Ralph Badgley, right, are new Southern sales representatives for Lifeguard Industries, Inc., Cincinnati manufacturers of aluminum weatherboard.

Badgley has been in the building supply business for 30 years. He formerly was associated with Asbestos Limited of New York and then with Badgley Aluminum Products. He will cover the Eastern Seaboard into Florida for Lifeguard Industries.

Tate will sell Lifeguard aluminum weatherboard in the Central Southern territory. He has had 15 years' experience in building-supply merchandising and formerly owned the S. D. Tate Supply Co. He and Badgley will market aluminum siding and shingles through building supply dealers.

Distributor salesmen who sell 50 squares of Lifeguard siding in a given period will be awarded a handsome briefcase. It bears the Lifeguard trade-mark and the slogan, "Always Insist on Genuine Lifeguard Aluminum Weatherboard."

CASH-IN ON VENTS

(Article begins on page 41)

sults. In low-pitched roofs, popular on ranch-style houses, rectangular ventilators are placed in eave soffits. Roof ventilators, which feature a cover and internal drain system to keep out moisture, are used with the soffit ventilators. This makes one of the best ventilating systems — cool air enters through soffits and hot air escapes through the roof.

Each manufacturer specifies the number and size ventilators needed, according to the size of the house.

Builders are especially satisfied with packaged metal louvers because they are installed in minutes. These usually are aluminum, which do not have to be painted, or are zinc plated to hold paint to match the house.

Wood vents are desirable for appearance when they are to match other woodwork and trim on the house.

To be eligible for an FHA or VA loan commitment, a house designed with a crawl space, instead of a basement, must feature ground ventilators. These have to be screened to keep out insects and small animals and must have some sort of shutter design to close out cold air in winter.

The purpose of crawl-space ventilators primarily is to cut down on moisture under the house. But this cold air circulating in winter months will cause cold floors. Builders should tell homebuyers—and dealers should remind builders to do so — that the vents should be closed in winter.

Another problem with which dealers should be familiar is that of excessive moisture in houses supposedly well-ventilated. The "airing out" of crawl spaces by providing ventilator openings of generous size is often not enough. Because of the nature of the soil and the amount of moisture present, the only effective way to cut down such moisture in houses is to protect the earth floor of the crawl space with a vapor barrier.

The greater the surface area the greater the evaporation under the house. This means that a rough surface will allow more moisture to escape the soil into the air below the house than a smooth, tamped-down surface.

Dealers also should caution

home-owners against clogged ventilators.

All ventilators should be protected with screen against insects and rodents. Most ventilators come with this screen attached. But in time these screens can become clogged with dust and trash, seriously hampering the effectiveness of the vent. Home-owners should know to inspect vents annually — or more frequently — to make sure they are working properly.

Since every house or inhabited structure with attic or crawl space has to have ventilators, the market is tremendous. The dealer can boost his profit from this market by training salesmen to sell quality and quantity for each job.

Instead of filling an order for just another vent, the salesman should be prepared to explain that a blanket of hot air in the attic caused by poor ventilation — or dampness and cold floors — makes a poor house to live in.

The slight extra cost for high quality ventilators in sufficient quantities will pay constant dividends for the life of the house.

The owner of an old house frequently needs to add vents when it is remodeled, especially when the work involves tighter construction than the drafty old structure.

Built by today's air-tight methods and standards, a room addition, an enclosed porch, or remodeled attic often can result in localized moisture areas. The Do-It-Yourself customer especially is often unfamiliar with these hazards. Therefore it behooves a dealer to find out what the D-I-Y customer's complete project is and to suggest the value of the proper ventilators.

As an aid to dealers and salesmen in guiding such purchasers, the Metal Ventilator Institute, Dept. SBS, 22 West Monroe Street, Chicago 3, Ill., offers ventilating charts and formulas free of charge.

New Prefab Offices

Offices of the Prefabricated Home Manufacturers Institute, national trade association of the prefabricated homes industry, have been moved to enlarged quarters in the Barr Building, 910 17th Street, N.W., in Washington, D.C.

Conard (Pat) Harness, executive vice-president of the institute, said the move to larger offices was necessitated by a vastly expanded program of activities being undertaken by the institute.

"One Minute Please"

•
Yes,

Just 1 Minute —

Because,

That is all the time required to install the NEW

ALUMA-TRIM
Aluminum Tension
Screen

Ask one of our salesmen to show you the short-reel sound movie, which shows an actual installation of ALUMA-TRIM. It shows how, with *only* a hammer, how easy it is to make a window screen installation in 1 minute or less—providing, of course, the screen is ALUMA-TRIM.

Or, write, and we will be pleased to send price list and literature — and have one of our salesmen call, show you the film "One Minute Please" and explain how easy, and profitable, it is for you to plug your business on TV.

ALUMINUM GOODS COMPANY

201 SOUTH 9th STREET

FORT SMITH, ARKANSAS

DEALERS . . . DISTRIBUTORS!

Franchises

Now Available

- ★ Consumer-preferred
- ★ Easy-To-Sell
- ★ Profitable

BELL-HOUSE ALUMINUM AWNING WINDOWS



Exclusive New Features

- ★ Double Seal Construction provided by Tubular type weather trap.
- ★ Extruded Aluminum provides modern durable construction and minimum maintenance.
- ★ Factory Glazing Optional provides low selling cost and trouble free glazing; double strength glass only.

Take a minute now to learn about MORE Bellhouse exclusive sales appeal features . . . the long-profit and low stock requirement feature of your Bellhouse franchise . . . the fast-growing demand for this better engineered window. Standard and modular sizes, shipped with or without glazing . . . fast delivery on large or small orders. Specify your territory requirements when you ask for further particulars. Write or phone today for prompt attention.

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Phone TEMple 3-1733

SILENT SALES MEN

FHA-APPROVED HOMES

"Realistic Homes" is a home plan book of 44 designs approved by FHA and VA. All 44 were drawn by Architect Jan Reiner.

The book includes three-bedroom ranch styles, two-story homes, split-level homes, 1½-story designs, Cape Cod designs, and medium-sized ranch styles. It also discusses architectural trends, choosing the building site, and special information about building a home.

Twenty-three of the home plans call for Teco trussed rafters and Trip-L-Grip framing anchors. The Timber Engineering Co. assisted in their inclusion.

Contact: Spaulding-Moss Co., Dept. SBS, 415 Summer Street, Boston 10, Mass.

THREADED NAILS

A space-saving "carousel" display whirls before customers a dozen different types and sizes of threaded nails. They include heavy-duty Screw-Tite hardened steel masonry nails and Stronghold brad head nails for casemaking and fine cabinet work.

Blue-and-red package labels identify contents and suggest uses.

Contact: Independent Nail & Packing Co., Dept. SBS, Bridgewater, Mass.



NATURAL WOOD FINISHES

A new compact Wood Finishes Merchant displays a complete range of specie stains for natural wood finishes. Fourteen modern stain colors are easy to obtain with the addition of a tint tube to blonde oil stain. "Here's How," a take-home booklet on the best wood finishing practices, and color cards are included with the counter merchantiser.

Contact: The Lowe Bros. Co., Dept. SBS, 424 East Third Street, Dayton 2, Ohio.

RED CEDAR FILM

"How to Sell Western Red Cedar," is a sound-slide film of 72 colored slides dealing with cedar in the forest, mill, and finished form. Included with the film, for siding salesmen, are folder reproductions of many of these slides and most of the text.

In answering questions that arise in sales meetings, any slide may be held in view as long as desired or repeated out of sequence. The film is available without charge.

Contact: Western Red Cedar Lumber Assn., Dept. SBS, 4403 White-Henry-Stuart Building, Seattle 1, Wash.



INSULATING SIDING

The Insulating Siding Assn. offers six new pieces of literature to aid dealers in boosting sales. Heading the list is the comprehensive "Insulating Siding Sales Manual," a 26-page manual containing information for training new salesmen.

"Operation Home Improvement" is a two-color brochure telling roofing and siding applicators how to take advantage of the OHI move-

ment in his own locality. A cost comparison brochure charts relative costs in materials and labor and includes comparative insulating values. "Gaylord Lane" is a full-color brochure showing how insulating siding aids in economy and beauty of new homes.

The application manual gives easy-to-follow application instructions for both new and remodeling jobs. The application wall chart gives all information contained in the application manual in chart form suitable for wall mounting.

Contact: Insulating Siding Assn., Dept. SBS, Box 103, Glenview, Ill.

HINGE SELECTOR

A "Hinge Selector" simplifies the selection of hinges for specific door and frame construction. Hinge finishes and sizes are provided by charts, formulas, and "slide-rule" settings.

The four-card selector is 4" x 9". It is made of stiff paper-boards with a spiral binding. It folds flat in a pocket or brief-case and comes in a polyethylene envelope.

Contact: Stanley Hardware Division, The Stanley Works, Dept. SBS, New Britain, Conn.

ASPHALT AND VINYL TILE

Two full-color, four-page folders cover the latest Azrock asphalt and Azphlex vinylized floor tile lines. Color charts, typical installations, and complete product information are given.

Contact: Azrock Floor Products Division, Uvalde Rock Asphalt Co., Dept. SBS, Frost Bank Building, San Antonio, Tex.

WATER PUMPS

This "Pump Profitmaker Display" for water system dealers shows two new jet pumps—prime-flow for deep wells, and shallow-flow for shallow wells. It is lightweight and easy to set up, measuring 52" x 62".



Easy-to-read panels give the main features of the pumps. Other panels display photographs. When opened, the display has space for each pump mounted on a tank.

Contact: Goulds Pumps, Inc., Dept. SBS, 26 Black Brook Road, Seneca Falls, N. Y.

CEDAR ROOF AD MATS

To promote new cedar roof and roofing improvement sales, a prepared folder of 15 mats is offered to aid dealers in local advertising.

Three of the mats are time and

money-savers for they need only the dealer's signature to be run in the local newspaper. Other mats are varied in size and shape for inclusion in layouts or for independent use. A copy of the ad proof sheet and mats may be obtained.

Contact: Red Cedar Shingle Bureau, Dept. SBS, 5510 White Bldg., Seattle, Wash.

★ ★ ★

WATCH OUT for your copy of **SOUTHERN BUILDING SUPPLIES** for April! It will carry over 100 new products that can add profits and cut costs in your business.



Sell Marlite in luxurious wood finishes for attractive interiors and attractive profits



Whether it's a \$400 remodeling job or a \$40,000 new construction project, beautiful Marlite in distinctive wood finishes adds extra luxury and value without adding extra cost.

Available in a fine selection of pre-finished walnut, mahogany, birch, cherry and oak grains, this profitable paneling has a durable baked finish that can't be duplicated on the job. Marlite's smooth melamine plastic

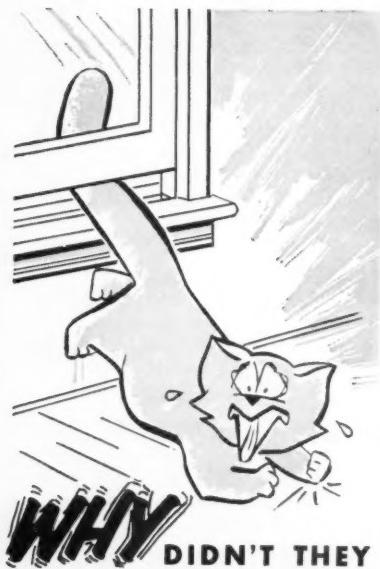
finish resists smudges, scuffs, grease and moisture; an occasional wiping with a damp cloth keeps it like new for years.

Marlite offers a beautiful wood finish for any interior, any customer. So take advantage of this opportunity to increase your building and remodeling profits. Call your Marlite representative or wholesaler now—or write Marlite Division of Masonite Corporation, Dept. 397, Dover, Ohio.

Marlite®
plastic-finished paneling



MARLITE IS ANOTHER QUALITY PRODUCT OF MASONITE® RESEARCH



WHY DIDN'T THEY GET WINDOWS WITH CALDWELL BALANCES?!

That is a good question... and unfortunately, after the windows are installed they're stuck with them.

It is

FLASH!
CALDWELL announces the NEW
SPIRAFLEX
a THE 1-PIECE WEATHERSTRIP
WITH SPIRAL BALANCES

Write for full description
and details.

All Caldwell products provide long life and a lifetime of the building. Backed by a 35-year reputation for making quality products and standing behind them.

CALDWELL SPIREX

For Residential Windows. The spiral balance that can be adjusted easily and quickly, after installation, for perfect balance. Operates smoothly and quietly.

CALDWELL HELIX

For Commercial and Institutional Windows. The spiral balance specifically designed for heavy sash. Drastically cuts installation time with separate attaching arm and simple locking piece.

CALDWELL TAPE BALANCES

For Residential, Commercial, and Institutional Windows. Widest range of types and sizes of tape balances made. All with high quality clock steel springs, high tensile tape and heavy gauge housing.

For additional information or name of your Caldwell representative write to:

CALDWELL MANUFACTURING COMPANY
63-F Commercial Street, Rochester 14, N. Y.

CALDWELL
SASH BALANCES
ROCHESTER, N. Y. • JACKSON, MISS.

American Institute of Architects Selects Walker and Skidmore for Centennial Honors

RALPH T. WALKER, New York architect, inventor, and community planner, will receive a special Centennial medal which was struck in commemoration of the 100th anniversary of the American Institute of Architects. The unprecedented award, according to AIA President Leon Chatelain Jr., means that 67-year-old Walker is considered by the 11,500 society members to have made "the most significant contribution of any living American architect to humanity and the planning of human environment."

AIA directors have voted to award the coveted Gold medal for 1957 to Louis Skidmore, senior partner of the architectural firm of Skidmore, Owings and Merrill. Chatelain said this award is made "in recognition of Mr. Skidmore's leadership in the formation and conduct of a firm which has made outstanding contributions to the profession of architecture."

Walker and Skidmore will receive the awards at the annual AIA banquet on May 16 in Washington, D. C. The institute Centennial program will be held there May 13-17.

David C. Baer of Houston, Texas, architect, receives the Edward C. Kemper award, made annually for significant contributions to the profession. Baer is chairman of AIA's Committee on Office Practice.

Walker, a fellow and former president of the American Institute of Architects and a member of the New York architectural firm of Voorhees, Walker, Smith and Smith, was chosen as the recipient of the Centennial medal "for the unstinting use of his talents and energies in many fields of public service."

The AIA president said "it is our belief that Mr. Walker has made the most significant contribution of any living American architect to humanity and the planning of human environment. It appeared to our board of directors that his unique contributions would be recognized most fittingly through the creation of a special award to be given only once—on the occasion of our Centennial celebration."

A native of Waterbury, Conn., Walker designed the New York Telephone Co. headquarters in New York City and in Brooklyn; Prudential Life Insurance building in Newark, N. J.; General Foods office building, White Plains, N. Y.; Union Carbide and Carbon Corp., New York; A.F.L.-C.I.O. building, Washington, D. C.; Charles Hayden Memorial Library, Cambridge, Mass.; Loyola Seminary, Shrub Oak, N. Y., and the Luxembourg American Cemetery, Hamm, Luxembourg. He designed U. S. Army bases in the

British West Indies; the Nicaro community for the Nicaro nickel plant in Cuba, and a proposed community development to house workers for the Aswan fertilizer plant in Egypt.

As an inventor, Walker held the original patent on the Vitarama photographic process, which was the parent of Cinerama. The original process devised by Walker, the first to recognize the principle of peripheral vision, used 17 projectors. Cinerama now uses three.

Walker served on President Eisenhower's Committee on Housing Programs in 1953, and as a director of ACTION. He is chairman of the board of trustees of the New School of Social Research, New York City. Walker has served as associate editor of, and contributor, to professional magazines and has published several books of verse.

Chatelain said that Skidmore, Owings and Merrill, whose organizational procedures permit the concentration of architectural talent simultaneously on a number of projects throughout the nation and abroad, "has added a new dimension to architectural practice."

Skidmore, 59-year-old native of Lawrenceburg, Ind., is senior partner in a firm which maintains offices in New York, Chicago, San Francisco, and Portland, Ore. Its designs have included the community of Oak Ridge, Tenn.; Lever House, New York City; Manufacturers Trust Co., New York City; New York University - Bellevue Medical Center, and the Air Force Academy, Denver, Colo. Foreign work has included the Istanbul Hilton Hotel in Turkey; the air base and post-war buildings on Okinawa; consulate buildings in Germany; a petroleum town in Venezuela, and a community in Sumatra.

The Gold medal winner is a fellow of AIA, author of a section on exposition architecture in the *Encyclopedia Britannica*, and recipient of an honorary degree of doctor of laws from Bradley University. Skidmore is a past president of the New York Building Congress and former vice-president of the New York Architectural League.

The American Institute of Architects has selected five distinguished architects for the jury of the R. S. Reynolds Memorial Award. The prize of \$25,000, accompanied by an appropriate emblem designed by a prominent sculptor, is to be awarded for the most significant contribution to the use of aluminum in a building or project consisting of two or more buildings.

The R. S. Reynolds Memorial architectural award will be made during the AIA Centennial convention.

ASSOCIATION ACTIVITIES

Virginians Like Convention with "Exhibits Every 4 Years"

ALTHOUGH the 31st annual convention of the Virginia Building Material Assn. ended February 15, Secretary-Manager Harris Mitchell is still getting calls and letters from both dealers and suppliers expressing their satisfaction with the quadrennial convention idea. It calls for product exhibits every four years in Richmond — with three non-exhibition conventions at Roanoke and Richmond in between.

Among the more than 40 exhibits at the three-day convention at the Hotel John Marshall in Richmond were two that gave many dealers new ideas for sales promotion and display in their stores "back home." These were the exhibit of National Plan Service, Inc., including Women's Congress Home plans, and the exhibit of NRLDA - recommended swinging display panels of perforated hardboard.

Seven winners of VBMA's annual "Why Does the Buyer Pay More?" contest were selected by trade-magazine editors and presented cash prizes totaling \$280. The winners were: E. W. Minson, Ruffin and Payne, Inc., Richmond; J. Reid Wrenn, Emporia Sash and Door Co., Emporia; Lester R. Scott Jr., Burton Lumber Corp., South Norfolk; J. H. Bush, Building Supply Co., Inc., Martinsville; R. N. Horn, Citizens Coal and Supply Co., Natural Bridge; William P. Ferguson, S. D. Quarles Lumber Co., Ashland, Va.; and Richard B. Murray, Murphy and Ames of Falls Church, Inc.

Among the few speakers scheduled at meal-only business sessions of the convention was G. F. Hoppe, sales promotion manager for the Insulite

Division of the M. & O. Paper Co. He challenged the Virginia dealers in a dramatic presentation to "Make Profit the Buyer's Servant!"

R. B. (Dick) Johnson of the York Supply Co. at West Point was elevated to the association presidency. Paul F. Rosenberger was plucked

from the board of directors and elected a new vice-president. He is with John W. Rosenberger and Co., Inc., Winchester.

Re-elected as vice-presidents were Milton M. Maddux, Marshall; Carolyn B. Nettleton, Covington; Charles B. Robinson, North Tazewell; and

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R. B. JOHNSON is the new president of the Virginia Building Material Assn. He heads the West Point Supply Co. and has always been active in Virginia association affairs.

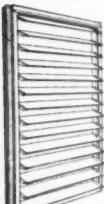


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Fred Shortt, Grundy, Maurice R. Lodge was re-elected as VBMA treasurer. Harris Mitchell continues long, solid service as secretary-manager.

Mitchell has announced February 12-14 as the 1958 Virginia convention dates — again at the Hotel Roanoke in that mountain-nestled city.

Arkansans to Attend Gariepy Sales Clinic Free

Dealers and suppliers attending the 53rd annual convention of the Arkansas Assn. of Lumber Dealers have a "big treat" in store for them on April 11 at the Marion Hotel in Little Rock. At breakfast and after-

noon sessions, they can attend, free of charge, a motivation and sales clinic conducted by Armand J. Gariepy, director of Sales Training International. As he has told business groups throughout Europe and the United States, this Mass. sales expert will tell and show the Arkansans "How to Succeed and Sell on Purpose."

Other speakers booked by Secretary DeMatt Henderson for "a modern convention program" are the Rev. Harrison McMains, executive director of the Atlanta (Ga.) Christian Council, and Ken Milliken, of Kansas City, Mo., executive vice-president of the Southwestern Lumbermen's Assn., which serves dealers in Arkansas, Kansas, Missouri, and Oklahoma.

BILL KROH HEADS ALABAMA DEALERS AGAIN



NEW OFFICERS of the Alabama Building Material Exchange are seen above following their election at the annual banquet of the state dealer organization at the Redmont Hotel in Birmingham on February 16. The leaders are happily anticipating the employment of a field representative to call on members and prospects throughout the state.

Seated from left are William Kroh, Birmingham, president; and three vice-presidents: E. J. Vakakes, Birmingham; Roy Fite, Decatur, and Marion Bane, Northport. Standing, left to right, are James M. Grayson, Birmingham, NRLDA dealer-director; Mrs. Mary K. Harless, Birmingham, executive secretary; and A. L. Arendale, Graysville, treasurer.

Officers not present for the picture are: Ray Holdcroft, Birmingham, secretary; Clyde Bear, Montgomery, vice-president; and Horace S. Turner Jr., Mobile, vice-president. The policy committee now includes four past-presidents — all of Birmingham: R. N. Hawkins, Peter Fyfe, James M. Grayson, and Louis Meer. Kroh, who is vice-president and general manager of Birmingham's

Northside Lumber Co., is a "repeat president," for he headed the Alabama dealer group also in 1941. In accepting the post a second time, Kroh invited the "support of each exchange member through your work and service, as well as through your dues." He urged the dealers to make suggestions as to how the exchange can better serve its members.

Principal speaker at the banquet was Ian Stuart, educational director of the Southern States Industrial Council. A native Scot who has taught in schools in Ireland, England, and the United States, Stuart praised "Our Land of Hope and Glory." He said that "the danger to the U. S. is not from attack but from forgetting our American heritage for which we should be more grateful — the right to work and rise economically and socially; the right of freedom."

Stuart explained why "forgetfulness is the beginning of fear. The aim of education is to bring into actuality God's kingdom on earth. We must not forget the blood, tears, toil, and sweat of our forefathers in this free land. We must go on from strength to strength."

Tennesseeans Told of OHI Sales Opportunities



Officers and directors of the Tennessee Building Material Assn. are seen here at the close of their 32nd annual meeting in Nashville.

Seated from left are Ab Taylor of Jackson, retiring president; Harvey Foskett of Gallatin, new president; John E. Smith, vice-president of west Tennessee; R. O. Browlee, secretary-manager, and Ralph Cockrum, treasurer, both of Knoxville. Standing are Ed Chavannes of Knoxville, east Tenn. v.p.; and three directors: J. C. McClellan Jr. of Elizabethton, W. S. Sexton of Knoxville, and Joe M. Tucker Jr. of Ripley.

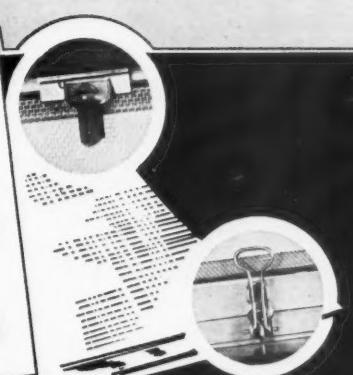
W. T. Stewart of Dickson is the vice-president for middle Tennessee. Other new directors are Lawrence Trabue of Goodlettsville and James Parkes of Lawrenceburg.

Dealers at the 32nd annual meeting of the Tennessee Building Material Assn. got the facts first-hand as to the advantages of catering to the growing market for home improvements — particularly when sold on monthly terms.

Bringing the Tennesseeans, at the Andrew Jackson Hotel in Nashville, the latest facts on *Operation Home Improvement*, Executive Director John R. Doscher said there are two profitable reasons why dealers should tie in with the national OHI campaign: (1) to interest people in improving their homes, and (2) make it easier for them to get the improvements done.

Doscher declared that 35 million of our 50 million homes in the U. S. need major improvements. Of every 10 houses in the nation, he said, one is a slum dwelling that needs rebuilding or replacing; four are over 25 years of age and need modernization, and 1.5 are postwar houses that need additions because they were built "too small" for our king-size modern families. He predicted OHI jobs will increase another 20 per cent to \$18 billion in '57 if "lumber dealers team up with the installment-credit lenders to serve this biggest market for building sup-

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- will not rust, rot, or rattle
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plies," in this building slough.

Three Tennessee dealers testified in the closing session on "These Activities Have Made Us Money." C. S. Baker of Nashville's All-Weather Insulation Co., detailed "10 advantages of making installment sales." These include: helps make extra sales; permits larger sales; frees dealer's capital; reduces bad-debt losses; takes job "out of competition" on material prices; takes customer's mind from price; builds up sales in normally slow months; helps dealer to sell up instead of down; brings a profit on non-stocked items; and helps sell "dead stock."

T. O. Lashlee of Humboldt's Lashlee-Rich Lumber Co. declared that his firm made 98 per cent of its profits in 1956 on contracting of new homes, other light structures, and improvements. He said that customers "like to get the whole package from a truly one-stop store."

J. C. McClellan Jr. of Elizabethton reported the good profits and goodwill that the Paty Lumber Co. has made during the past 20 years with its own real-estate department. It buys and develops residential subdivisions and individual lots. He urged other dealers to "keep prices low and make only a reasonable profit" on the lot, for "you can make your profit on materials sold for the home."

Other speakers at this Tennessee convention were John Reno, John H. Else, A. E. Johnson, Fred R. Stair, and James E. Kerwin. The latter three men, FHA officials from Washington, Knoxville, and Memphis, briefed the dealers on mortgage conditions and requirements. Reno told the dealers tested ways of selling more lumber in Tennessee. Legal Counsel Else reported on NLRDA legislative efforts, views, and industry programs in Washington.

Light Construction Course Set for Oklahoma Dealers

Designed to give Oklahoma dealers training and information that will be helpful in setting up and operating a light construction department, the seventh annual light construction course will be co-sponsored by the Oklahoma Lumbermen's Assn. and Oklahoma A & M College in the Student Union building at Stillwater, March 20-23.

Heart of the course will be a 16-hour training program on construction methods, costs, and material estimating by Herbert Lotz, former Johns-Manville building cost analyst.

Other topics to be covered are fire protection in lumber yards; pole frame construction; new paint developments; and research findings on lumber lamination.

Registrations are handled by Bill Morgan, OLA Manager, Leonhardt Building, Oklahoma City, Okla.

CONVENTION CALENDAR

March 12-14: **Carolina Lumber and Building Supply Assn.**, Charlotte Coliseum, Charlotte, N. C. Exhibits.

March 19-21: **Louisiana Building Material Dealers Assn.**, Jung Hotel, New Orleans, La. Exhibits.

April 14-16: **Lumbermen's Assn. of Texas**, New Dallas Auditorium, Dallas, Tex. Exhibits.

April 25-27: **Florida Lumber and Millwork Assn.**, Daytona Beach Hotel, Daytona Beach, Fla.

May 13-15: **Building Material Merchants of Georgia**, General Oglethorpe Hotel, Savannah, Ga.

October 20-21: **Oklahoma Lumbermen's Assn.**, Municipal Auditorium, Oklahoma City. Exhibits.

November 4-7: **Building Products Exposition of National Retail Lumber Dealers Assn.**, Trade and Convention Center, Philadelphia, Pa. Exhibits.

February 27-29, 1958: **Southwestern Lumbermen's Assn.**, Municipal Auditorium, Kansas City, Mo. Exhibits.

WCLA Meeting Set

The 46th annual meeting of the West Coast Lumbermen's Assn. will be held in Portland, Ore., March 27-28, at the Multnomah Hotel.

According to H. V. Simpson, executive vice-president, two full days of activity are planned for this annual work session, with emphasis on marketing and merchandising of lumber.



Skinner Retires

After serving as secretary of the Houston Retail Lumber Dealers Assn. in Texas for 13 years, Harold J. Skinner has retired. He raised the group's membership to its largest total in 44 years of cooperation.

Howard Poling, formerly secretary of the Alumni Assn. of the University of Houston, has been employed as the new secretary.

New Officers for N. O., S. A., and C. C. Dealer Groups

NEW OFFICERS are now serving the retail lumber dealers associations of New Orleans, La., and San Antonio and Coastal Bend (Corpus Christi), Texas.

Leon Loeb succeeded Tom Lankford as president of the Coastal Bend organization. Tommy Howell is vice-president. John Checchi is secretary. These all are Corpus Christi dealers. A. G. Engelking of Orange Grove is treasurer.

Stanley Green is now president of the San Antonio association. He succeeded M. C. Engel. Hugh R. Brauchle is secretary-treasurer.

New president of the New Orleans R. L. D. A. is Edward R. Baldinger Jr.

Other officers of the Crescent City lumber body are Earl S. Robinson Jr., first v.p.; Louis K. Good Jr., second v.p.; Hubert Walker, secretary; and Mrs. Nina Meredith, treasurer.

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Officers of the Mississippi Retail Lumber Dealers Assn. are seen at right. From left, they are E. B. Lemmons, executive secretary-treasurer; A. S. Gilbert Jr. of Yazoo City, president; L. P. Marshall of Sumner, retiring president; and Vice-Presidents Harry Lott of Winona and Wilson Virden of Rolling Fork. New directors are Joe T. Couch, E. D. Ezell, Brune Turbertini, Perry Maupin, Eddie Thorburn, Jack Bourgeois, Guy Harrell, Ben Chilcutt, W. C. Lueke, J. S. Lockett.



Mississippians Hear Libbey on Congress

ED H. LIBBEY, secretary of the National Retail Lumber Dealers Assn., Washington, D. C., brought dealers and suppliers at the 31st annual convention of the Mississippi Retail Lumber Dealers Assn. up to date on Congressional affairs at the Buena Vista Hotel in Biloxi, February 7-8.

Libbey reported NRLDA stands before Congressional committees in favor of a hike to 5 per cent in the VA mortgage interest rate or the establishment of a flexible interest rate with a 6-per-cent interest ceiling; consolidation of the VA loan program with that of FHA; and

against extension of the Wage-Hour Law to cover retail employees. He urged the Mississippi dealers to express to Representative Frank R. Smith of Greenwood, Miss., approval of his bill (HR 451) to remove unreasonable priority of a tax lien over a mechanic's lien on new buildings.

Libbey, who holds the honorary rank of admiral in "the Confederate Navy," recalled how three years before he had predicted the number of housing starts for that year by reading the serial number on a Union currency bill. He said he would try again and read his "estimate for 1957" off a Virginia Confederate note he had in his pocket—No. 996,010!

"Today's Competitive Market" was discussed in a luncheon speech by Martin Coffey, sales manager of the Philip Carey Manufacturing Co.,

Cincinnati, Ohio. He declared that "nothing starts in our economy until a sale is made. The answer to competitive markets is imaginative selling." He proposed that building-supply dealers and their salesmen make full use of "Sweet's Catalog," the architectural bible; put sales stamps on product literature, and keep canvassing "old" customers.

Gates Ferguson, advertising consultant to the Celotex Corp., showed a color movie on the Women's Congress Houses. His company is publicizing the plans, which were sponsored by NRLDA and are available through a plan service.

In the closing luncheon speech, Dr. Frank Goodwin, marketing professor at the University of Florida, advised dealers on improving their public and employee relations. He emphasized the fact that the ignorance or crude response of any one employee can turn a customer or a large segment of the public against a retail firm.

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Texans to Convene in Dallas, April 14-16



WITH VAN LAMM, above, as general chairman, Dallas dealers are shooting for a new attendance record at 71st annual convention-exposition

of the Lumbermen's Assn. of Texas. It will be held April 14-16 in the brand-new Dallas Memorial Auditorium and nearby Baker, Statler-Hilton, and Adolphus hotels. Van Lamm is president of the Grogan-Lamm Lumber Co. in Dallas.

Your April issue of SOUTHERN BUILDING SUPPLIES will bring a complete preview of the exhibitors, program, and social highlights. (The April S-B-S will also feature the annual Spring Parade of New Products and survey of lines handled by dealers in the South-Southwest.)

Meanwhile, here is a list of the speakers to be featured at the big Dallas convention: Don A. Campbell, executive vice-president of the Kentucky Retail Lumber Dealers Assn.; Dr. Arthur A. Smith, economist of the First National Bank of Dallas; Paul R. Ely, president of the National Retail Lumber Dealers Assn.; Leo L. Shoemaker, Dallas branch manager of the National Cash Register Co., and Dr. Kenneth W. McFarland, educational consultant and lecturer for the General Motors Corp.



LUMBERMEN'S CLUB OF MEMPHIS HONORS 25 PAST-PRESIDENTS

The Lumbermen's Club of Memphis (Tenn.) honored their 25 living past presidents with a dinner at the Hotel Peabody on November 15. This was the first party of its kind since the club was founded in 1899. Each past president gave a short talk on the highlights of his administration and received a certificate from the current president, John T. Silk.

Shown here on the front row, left to right, are J. H. Townshend, James E. Stark, A. L. DeMontcourt, Joe Thompson, Frank A. Conklin, S. M. Nickey, John T. Silk, Willard B. Ward.

On the back row are William G. Whitman, Milton Craft, Sam D. Carey, K. L. Emmons, Henry W. Jones, J. S. Willi-

ford, L. Y. Kerr Jr., Ray H. Goodspeed, Erskine Williams, and George T. McCall.

Past presidents of the Lumbermen's Club not in the photo include C. W. Parham, H. B. Weiss, Harry A. Wellford, Walter J. Wood, O. D. Bratton, M. H. Speltz, Phil D. Houston, and Charles C. Cathey.

At this same meeting, President Silk was presented a highly decorated watercloset seat by Kent Merrill of Dallas. This gift was from Texas Hoo-Hoo members, Bill Russell of LaPorte and Paul Nelson of Houston. Silk is a Supreme Nine member of the International Concatenated Order of Hoo-Hoo, and ex-president of the Memphis club.

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EXTRUDED ALUMINUM WINDOWS
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Don't Miss the April S-B-S Product Parade Issue

NEW PRODUCTS MEAN NEW PROFITS

The April Issue, with its timely tips on profit-producing products, is an annual favorite and reader interest is unusually strong.

Southwestern readers will get a bonus in the advance coverage of the Lumbermen's Association of Texas annual convention to be held April 14-16 at Dallas. Editorial coverage of this event will include full listing of programs, personality sketches of officers and speakers, lists of exhibitors and other highlights of the convention.

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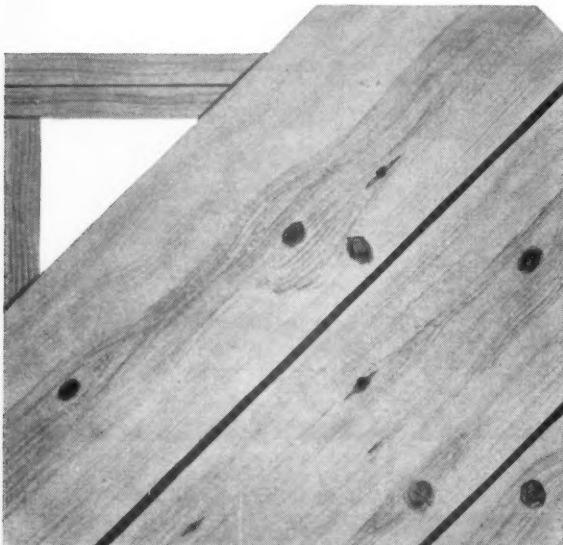
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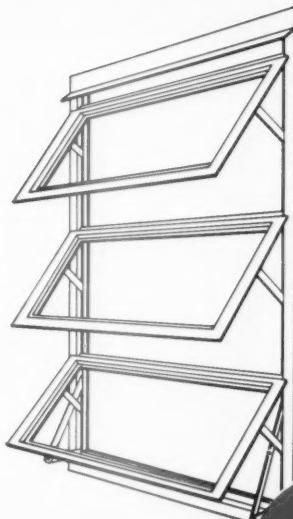
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